

F I G. 1

System configuration

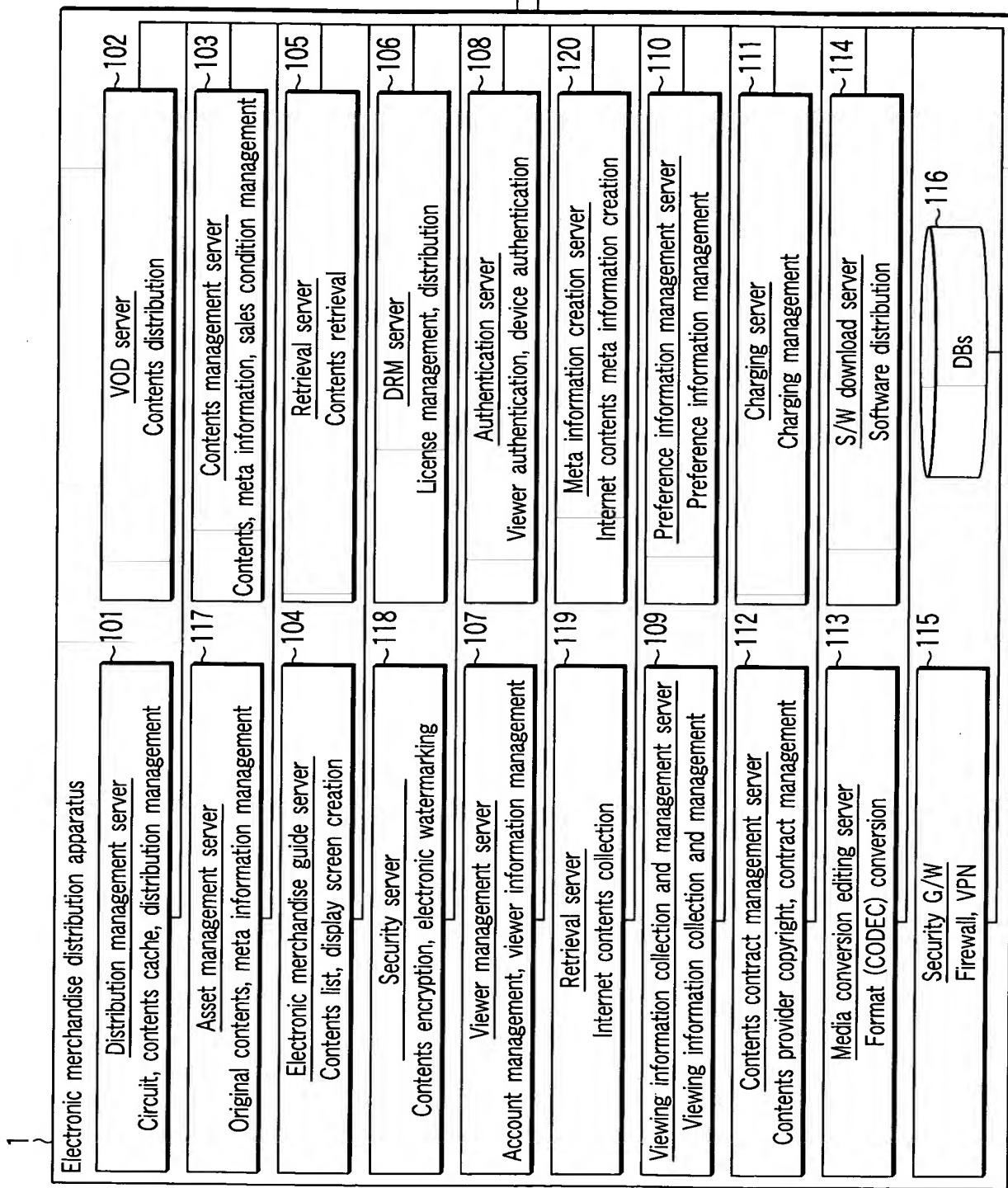
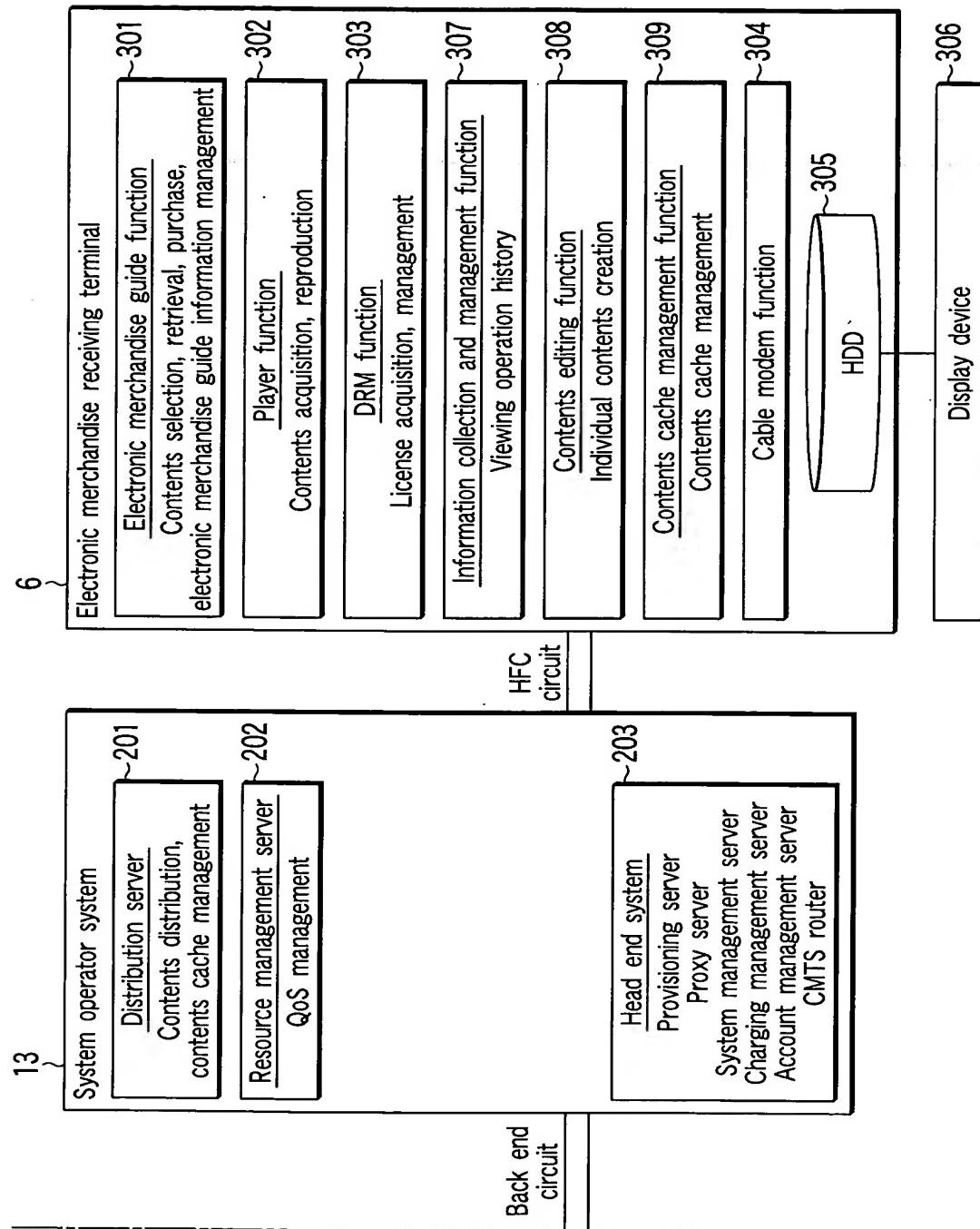


FIG. 2A

FIG. 2B



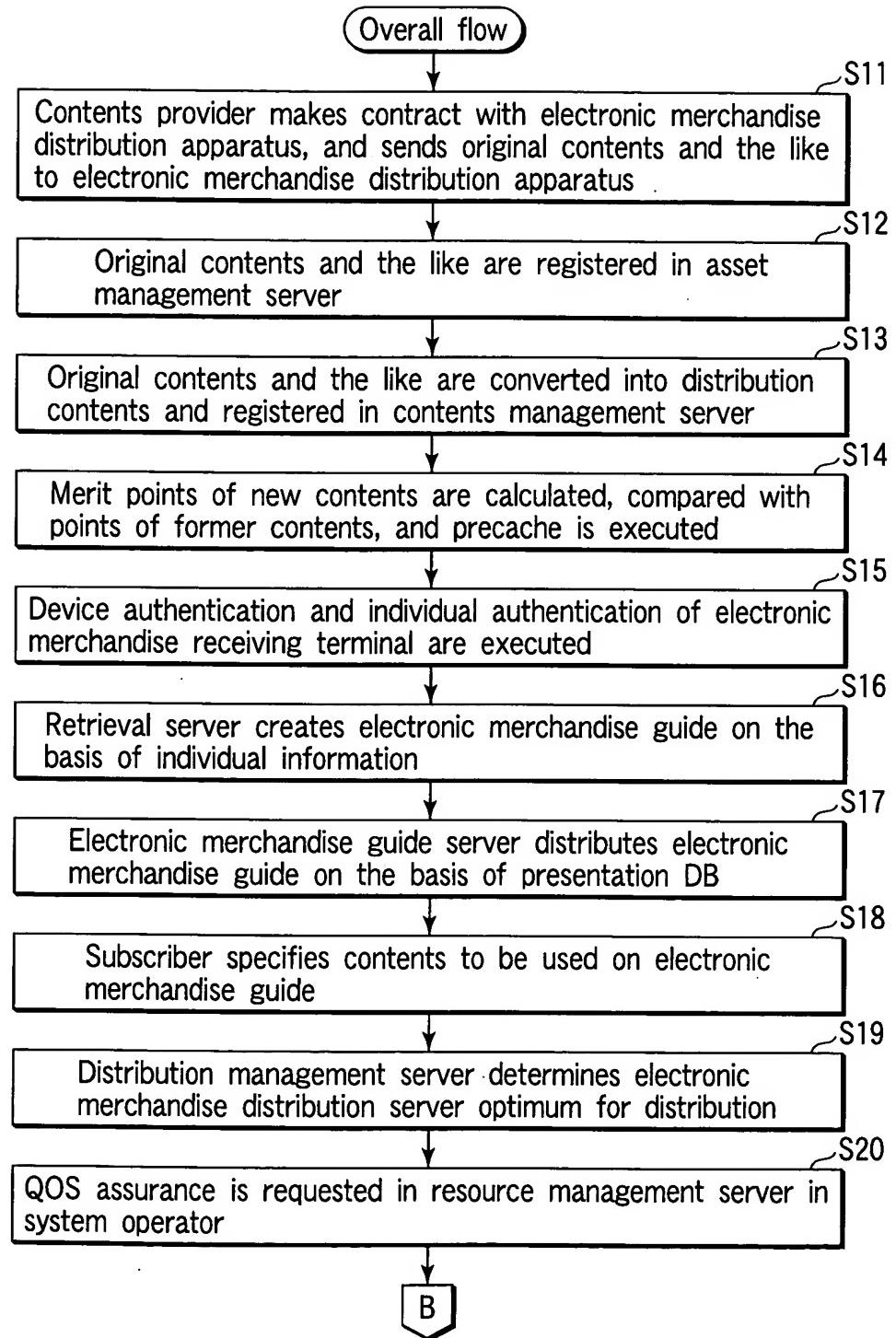
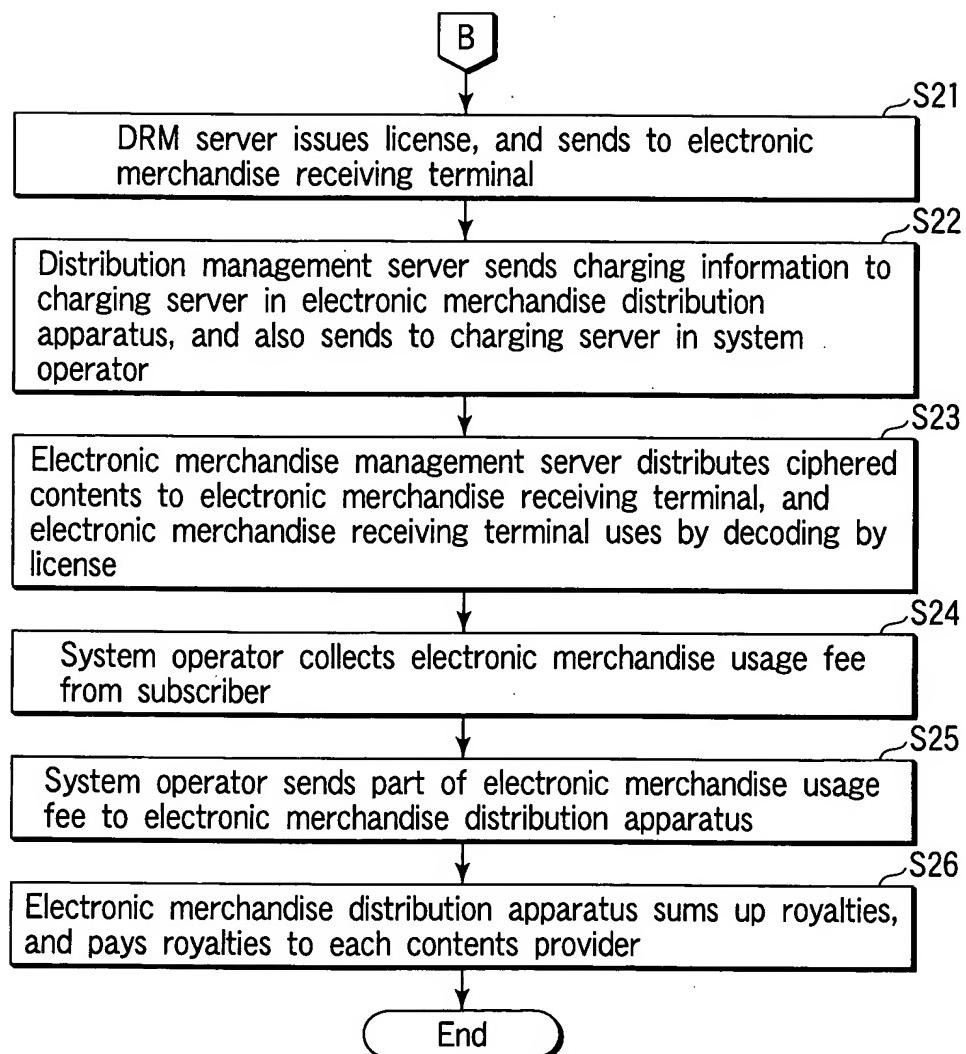


FIG. 3



F I G. 4

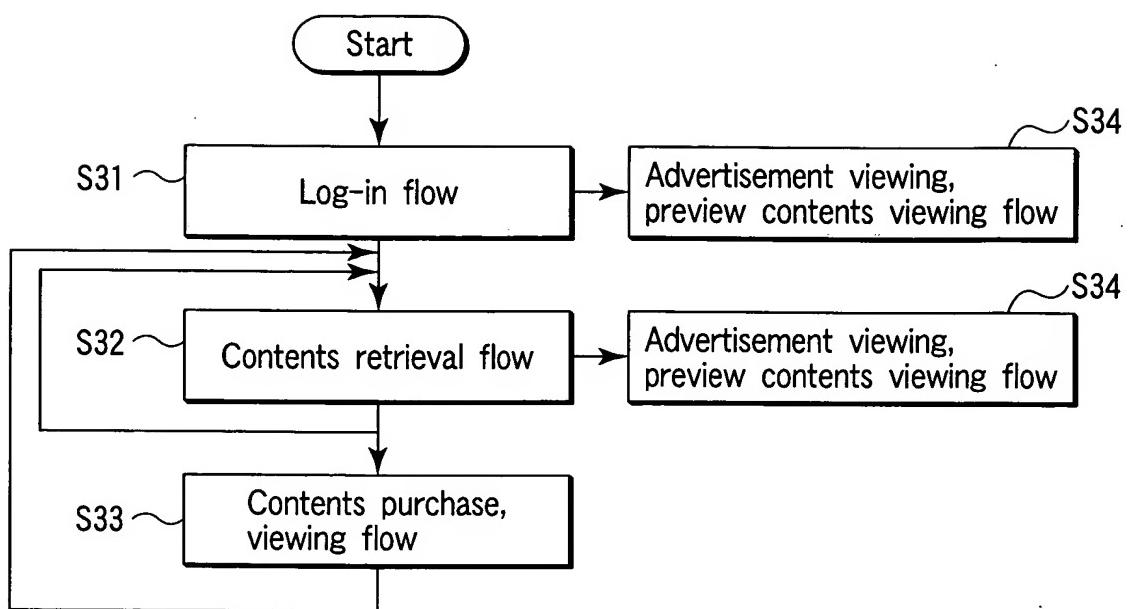


FIG. 5

| Channel ID | Channel name | Contents IDs | Category | ... |
|------------|------------------------|---------------|-----------|-----|
| 1001 | Japanese movie channel | 001, 002, ... | Movie | ... |
| 1002 | Animation channel | 010, 011, ... | Animation | ... |
| ... | ... | ... | ... | ... |

Channel information data structure

FIG. 6

1 Log-in flow

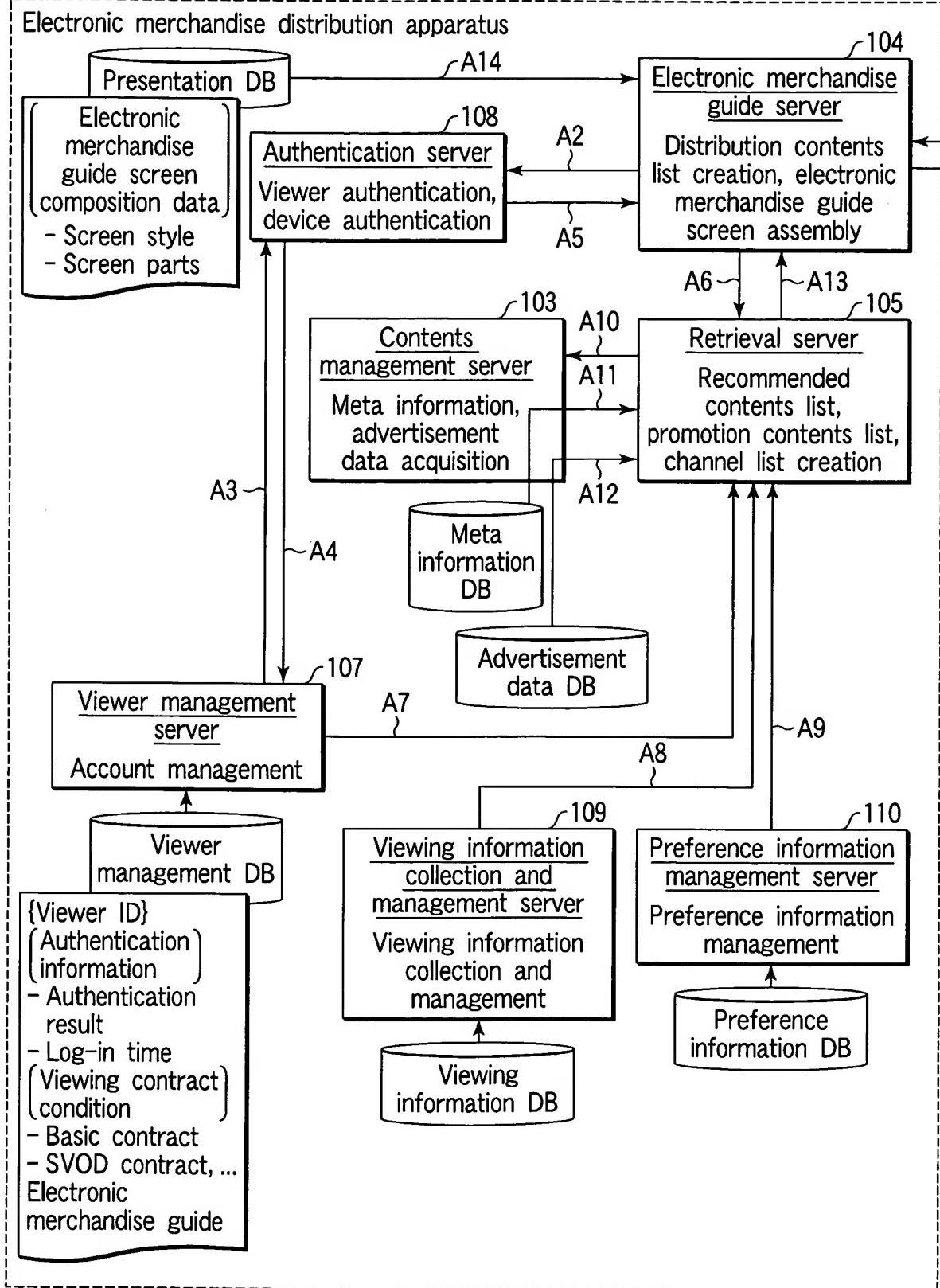


FIG. 7A

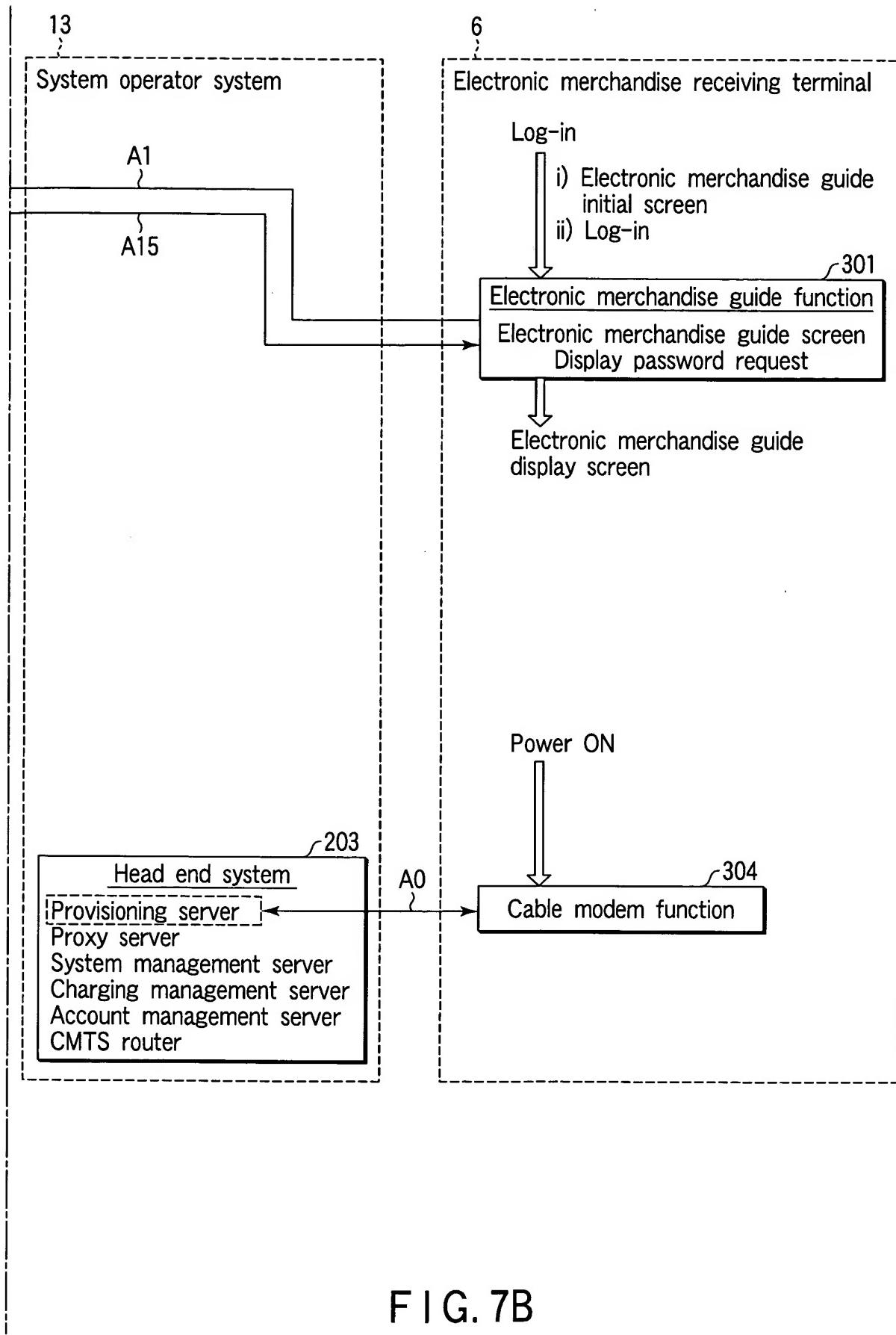


FIG. 7B

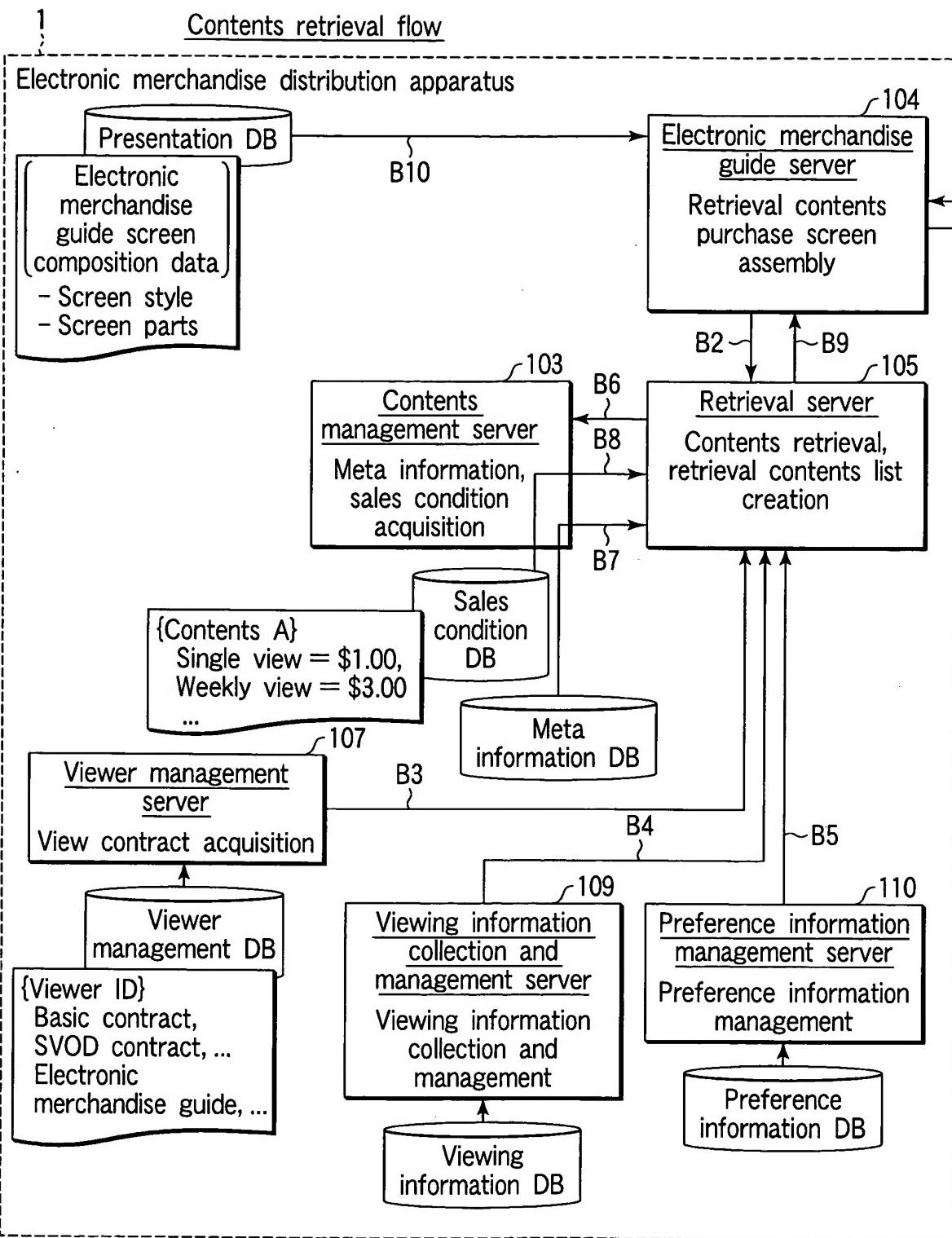


FIG. 8A

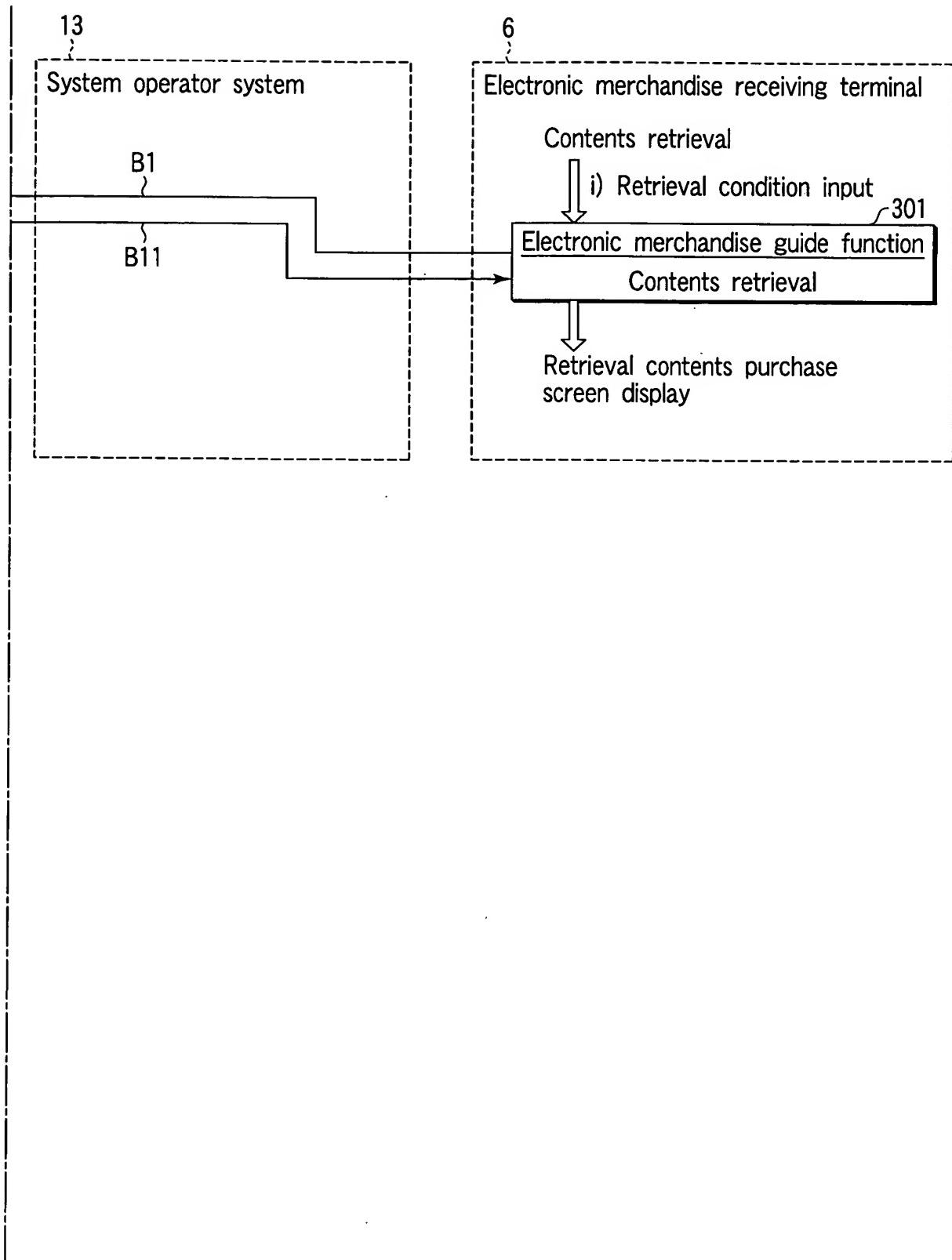


FIG. 8B

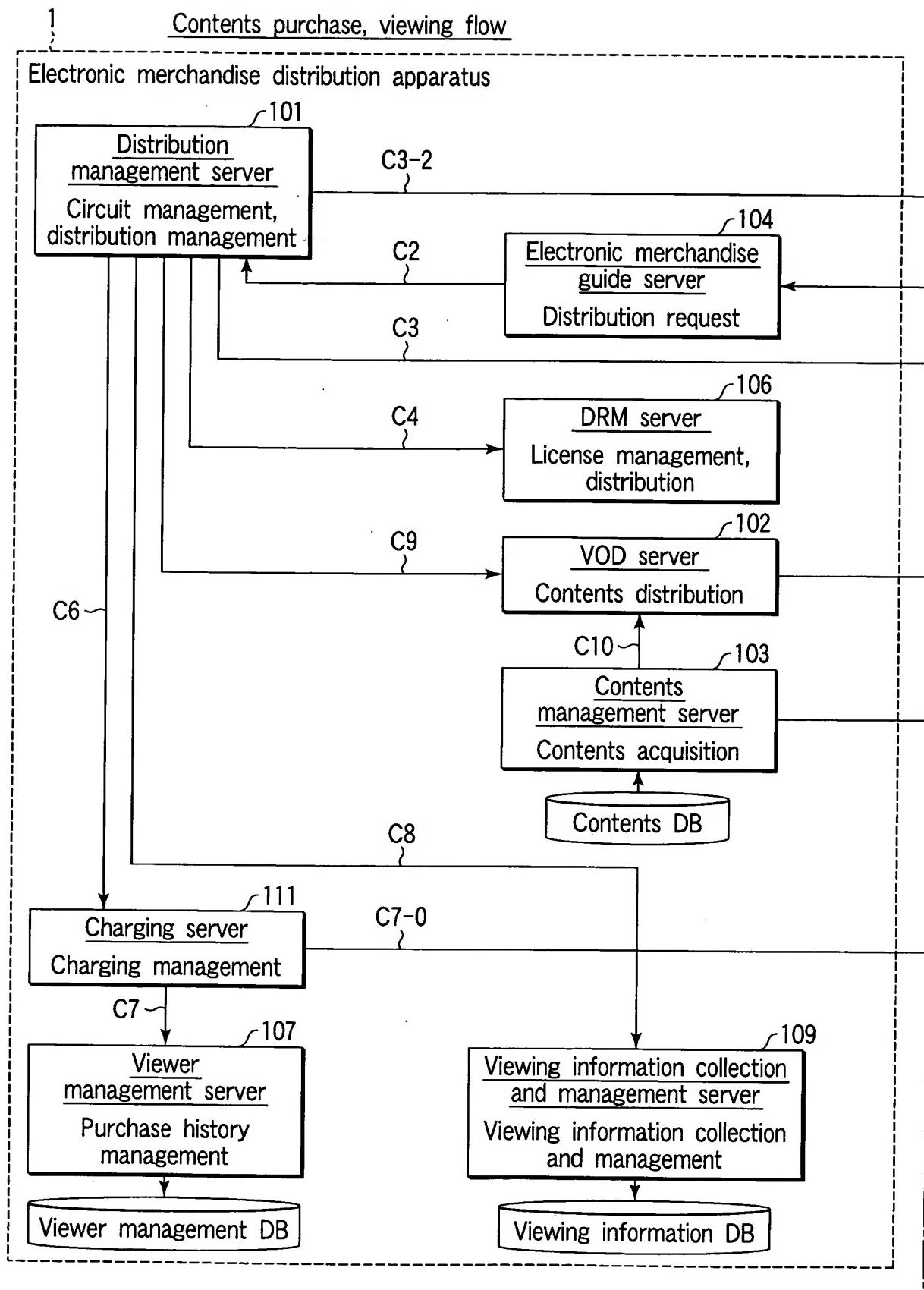


FIG. 9A

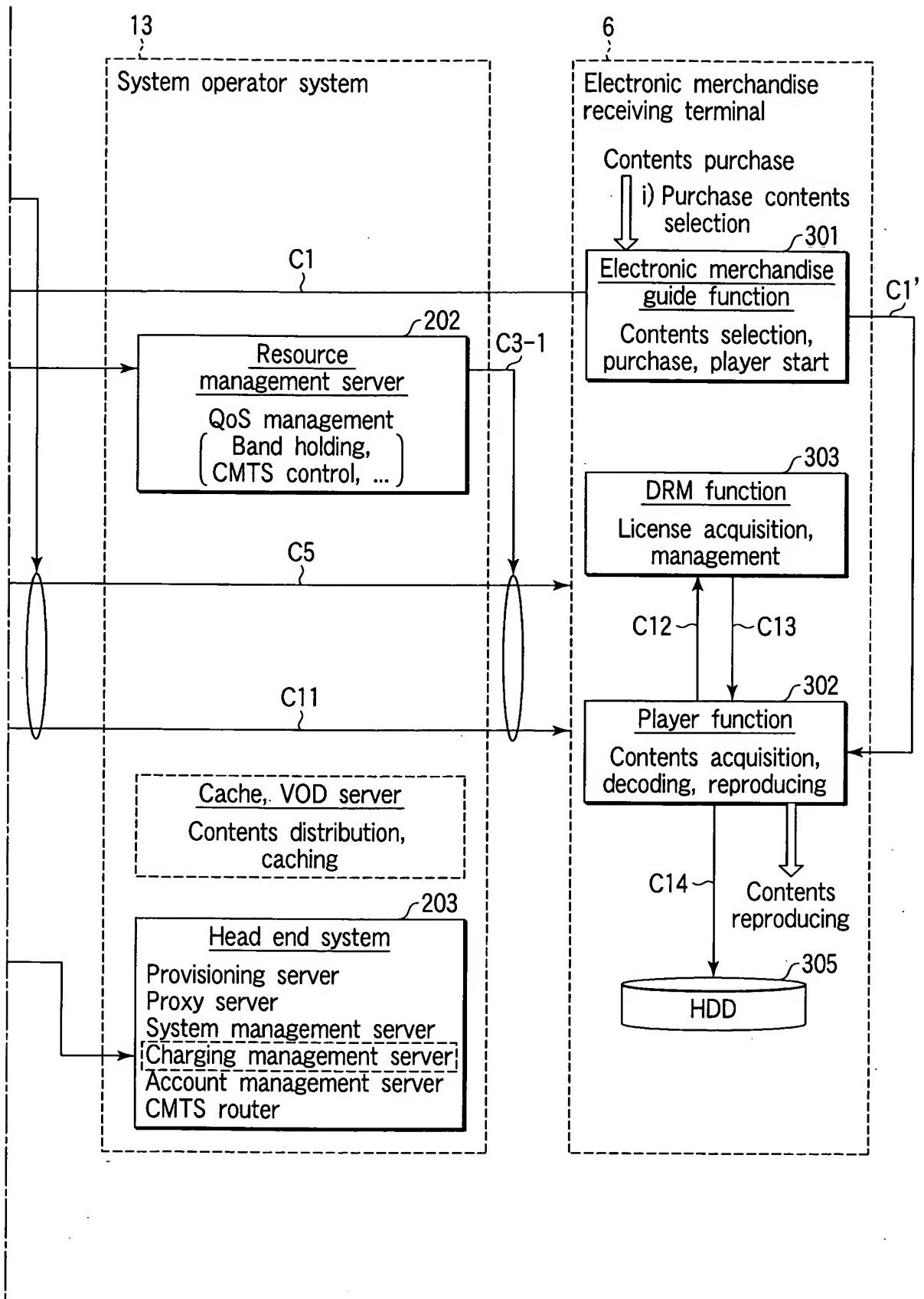
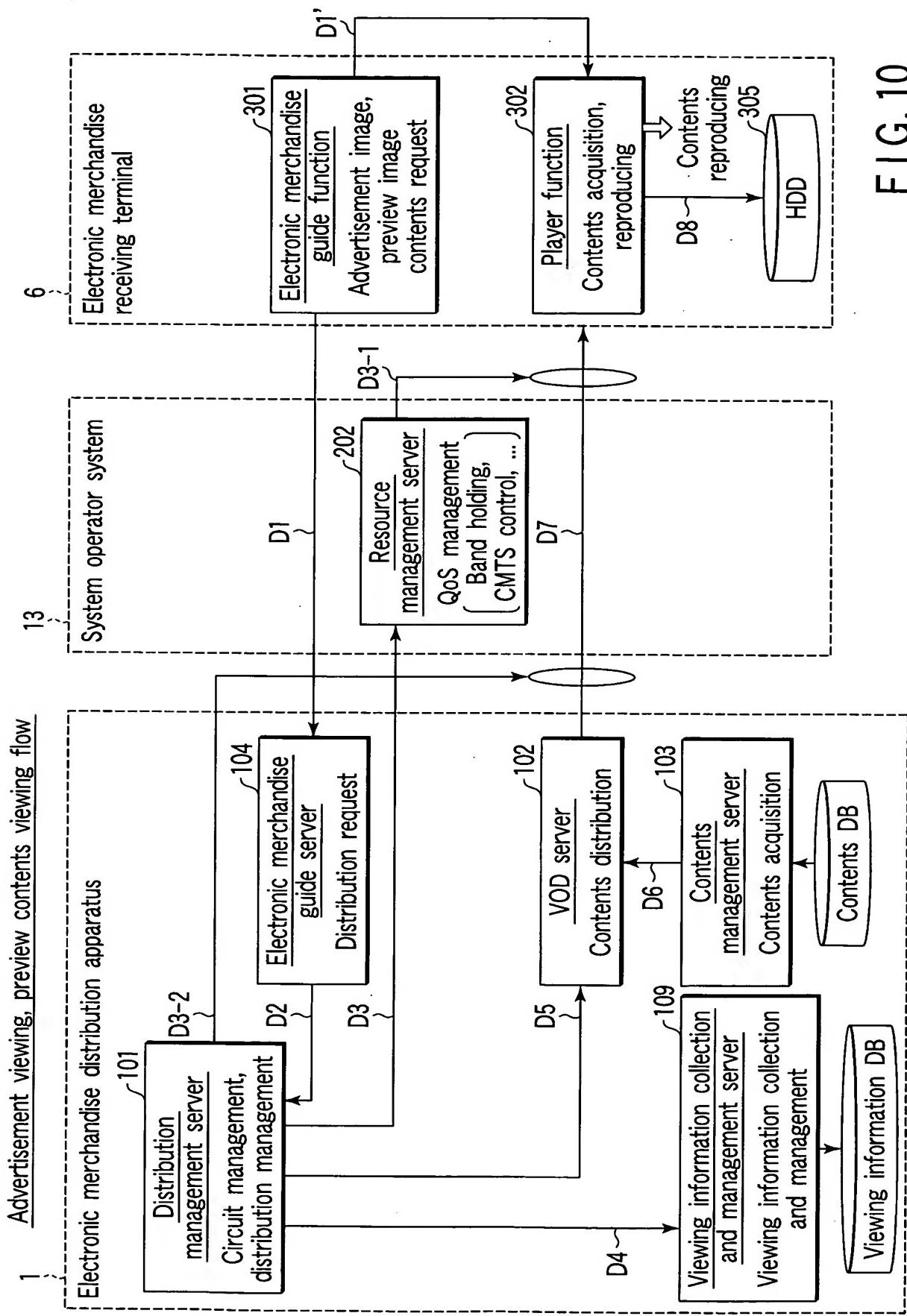
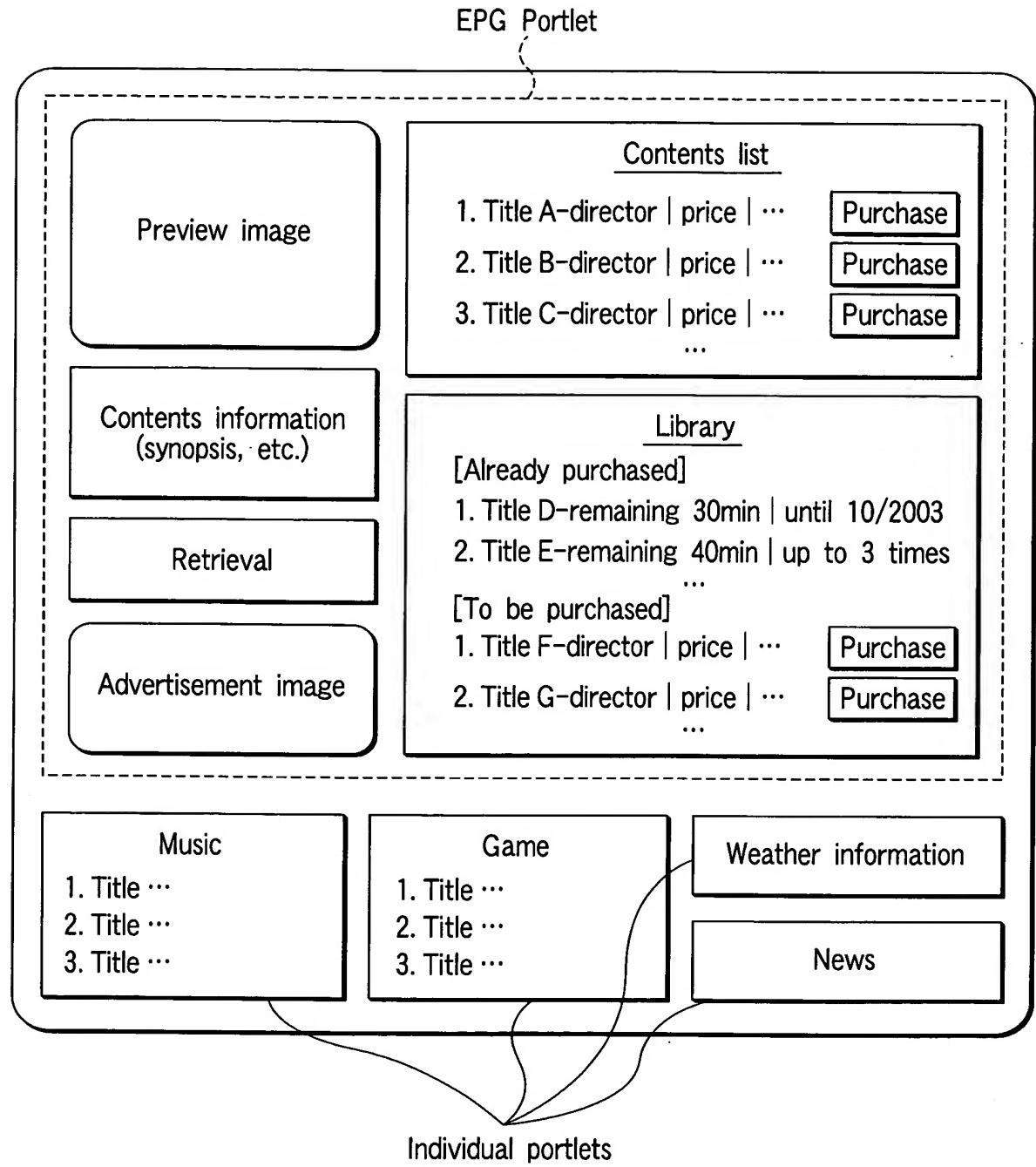


FIG. 9B

FIG. 10





Example of electronic merchandise guide screen

FIG. 11

Data structure of viewing information

| Contents ID | Title | Date of view | Duration of view | ... |
|-------------|---------|--------------|------------------|-----|
| 001 | Title A | 2004/01/01 | 01:30 | ... |
| 002 | Title B | 2004/02/01 | 00:21 | ... |
| ... | ... | ... | ... | ... |

FIG. 12

Data structure of preference information

| Genre | Category | ... |
|-------|------------------|-----|
| Movie | Action, suspense | ... |
| Music | Jazz, pops | ... |
| News | Sports, business | ... |
| ... | ... | ... |

FIG. 13

Data structure of operation history information

| Contents ID | Contents field | Date of operation/view | Duration of operation/view | ... |
|-------------|--------------------|------------------------|----------------------------|-----|
| 100 | Advertisement view | 2004/03/01 | 00:05 | ... |
| 101 | Game trial version | 2004/04/01 | 00:10 | ... |
| ... | ... | ... | ... | ... |

FIG. 14

Access control list example of viewing information

| Portlet (Gr) ID | Access right | ... |
|-----------------|--------------|-----|
| 001 | r,w | ... |
| 002 | r,w,d | ... |
| ... | ... | ... |

F I G. 15

Access control list example of preference information

| Portlet (Gr) ID | Access right | ... |
|-----------------|--------------|-----|
| 001 | r | ... |
| 002 | r,w | ... |
| ... | ... | ... |

F I G. 16

Access control list example of operation history information

| Portlet (Gr) ID | Access right | ... |
|-----------------|--------------|-----|
| 001 | r | ... |
| 002 | r,w,d | ... |
| ... | ... | ... |

F I G. 17

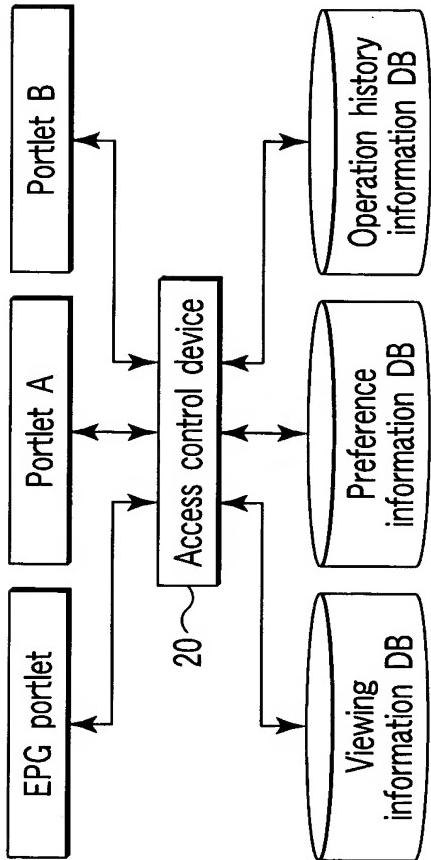


FIG. 18

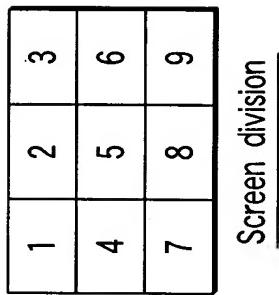


FIG. 20

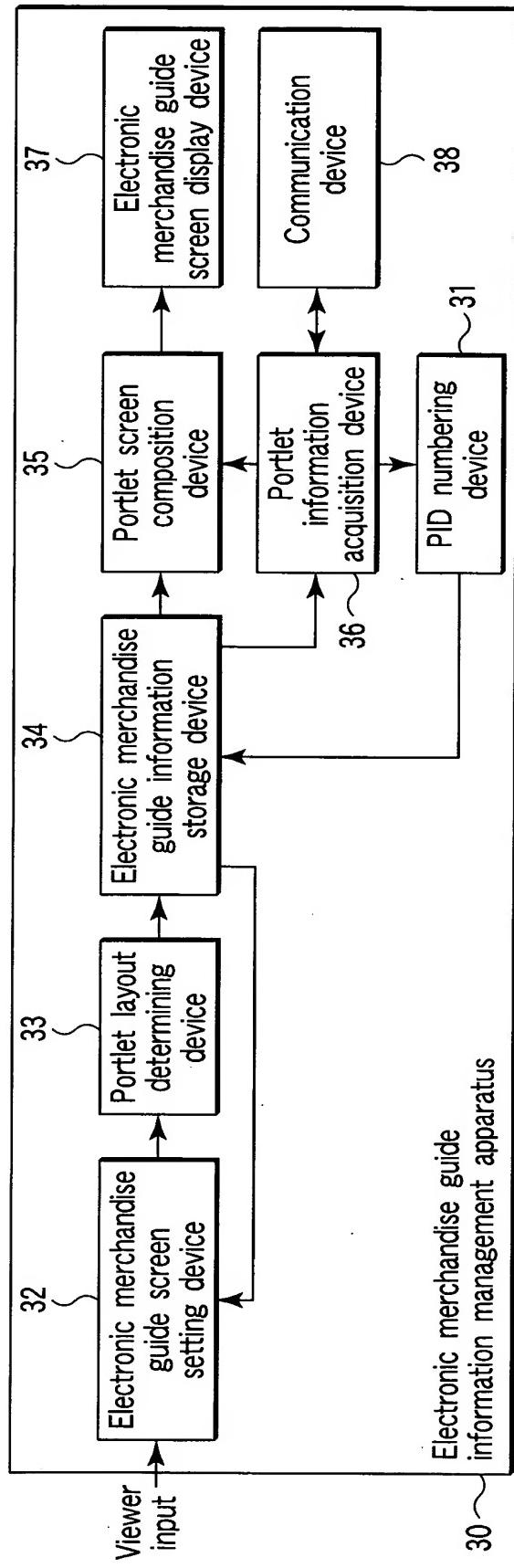
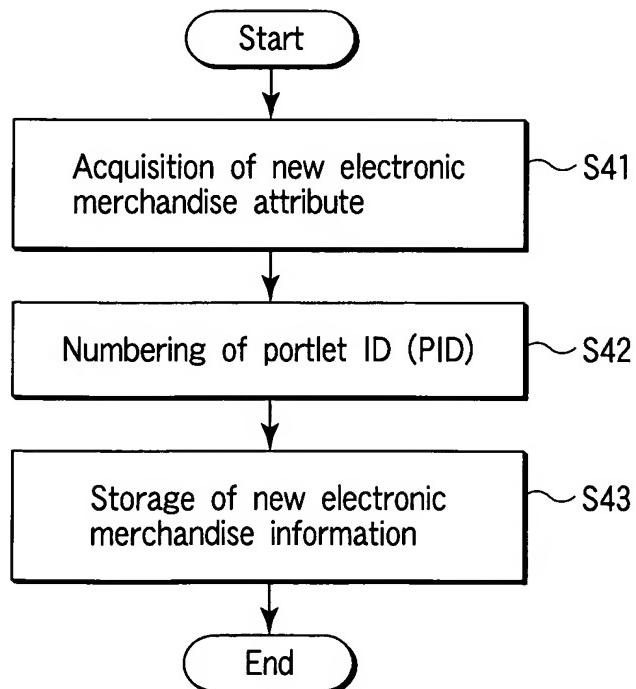


FIG. 19

| PID | Electronic merchandise name | Display cell | Style | Electronic merchandise attribute |
|-----|-----------------------------|--------------|----------|--|
| 001 | EPG | 1,2,4,5 | Standard | Preview, distribution contents list, contents retrieval |
| 002 | Weather information | 3,6 | Classic | Area A, district B, update interval = 1 hour |
| 003 | Stock market information | 7,8,9 | Standard | Area A, stock B, update interval = 5 minutes, storage period = last 1 week |

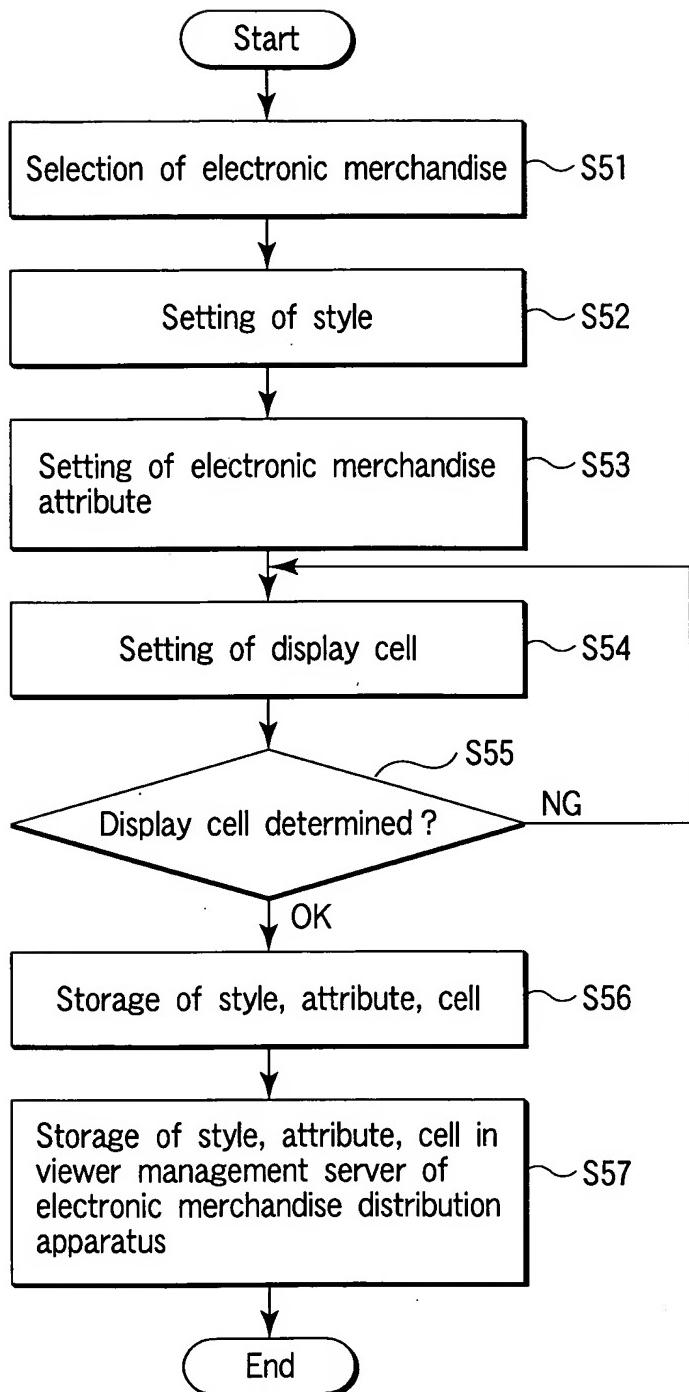
Data structure of electronic merchandise guide information

FIG. 21



New electronic merchandise registration flow

FIG. 22



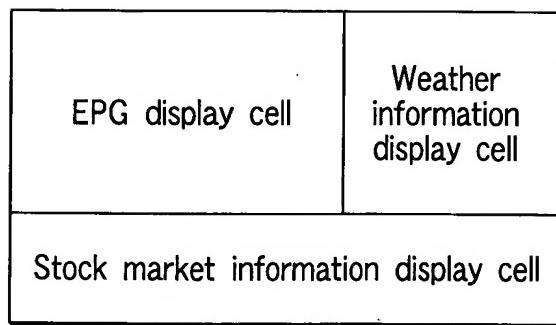
Customized information registration flow

FIG. 23

| Electronic merchandise name | Style | Electronic merchandise attribute |
|-----------------------------|-----------------------------|--|
| Weather information | Classic (existing)/standard | Area (A/B/C), district (C/D), update interval (x), storage period (x),.. |

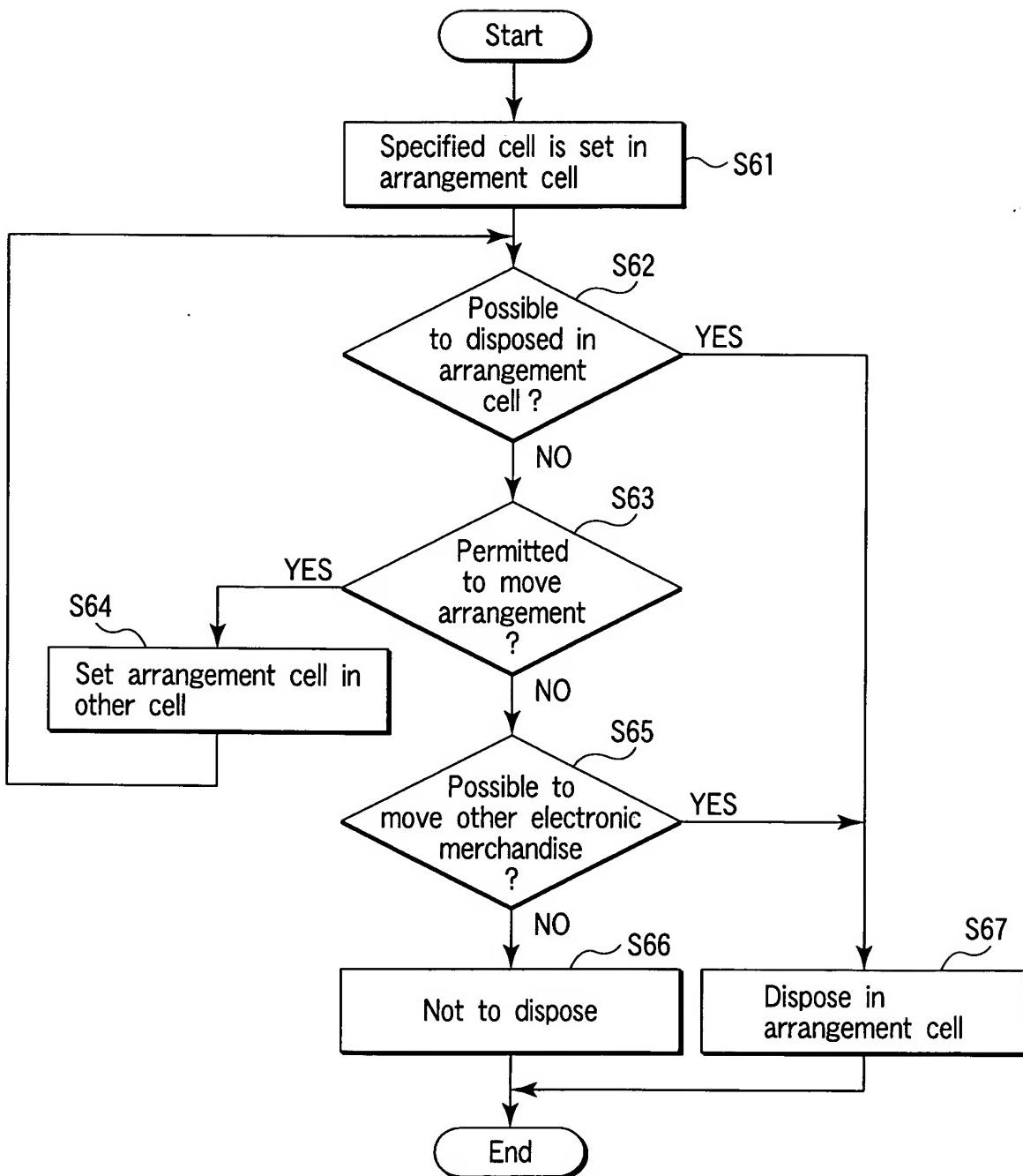
New electronic merchandise information (example)

F I G. 24



Cell setting example

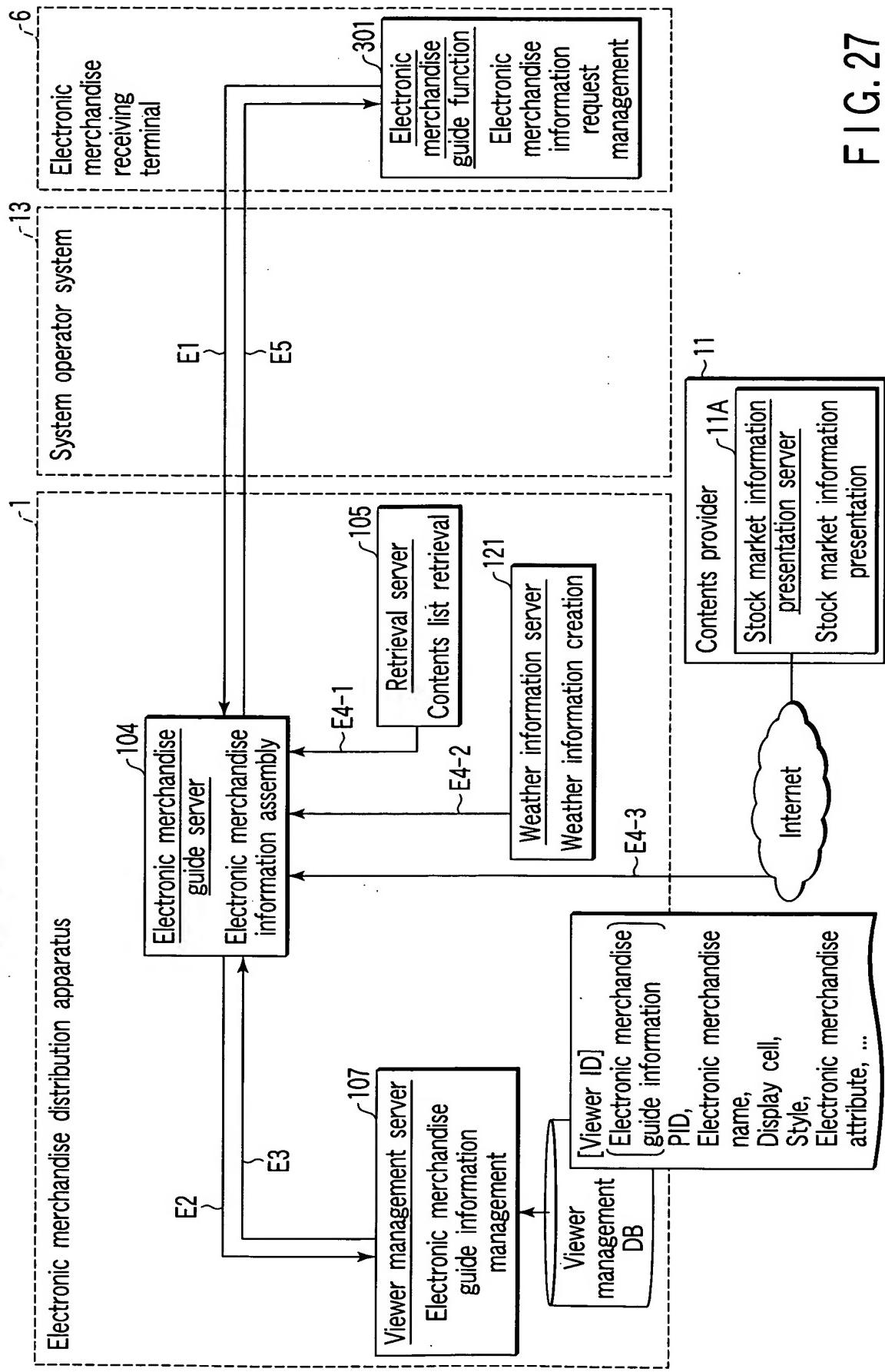
F I G. 25



Electronic merchandise arrangement flow

FIG. 26

Electronic merchandise information acquisition flow



F | G. 27

| Tag name | Meaning |
|-----------|---------------------|
| Year | Year of manufacture |
| Title | Title |
| Actors | Cast |
| Directors | Director |
| Producers | Producer |
| Studio | Studio |
| Category | Category |
| Summary | Synopsis |
| RunTime | Duration |
| ... | ... |

FIG. 28

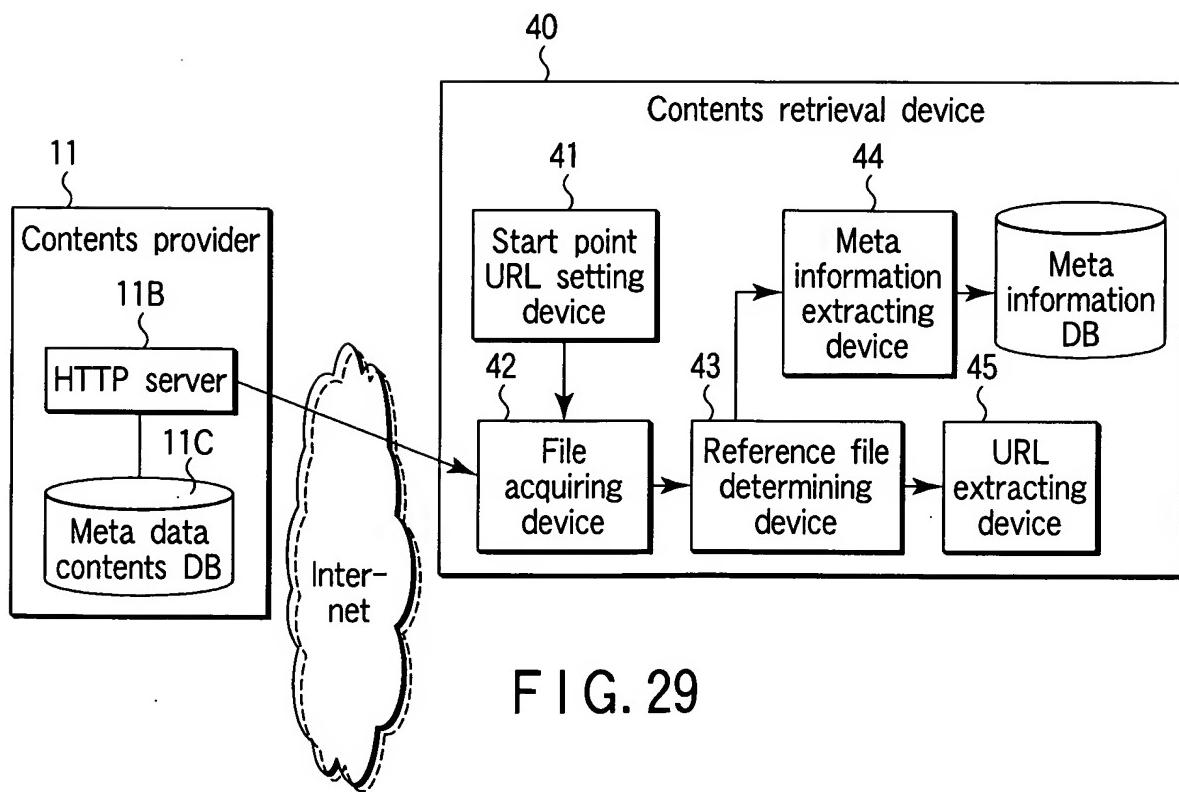


FIG. 29

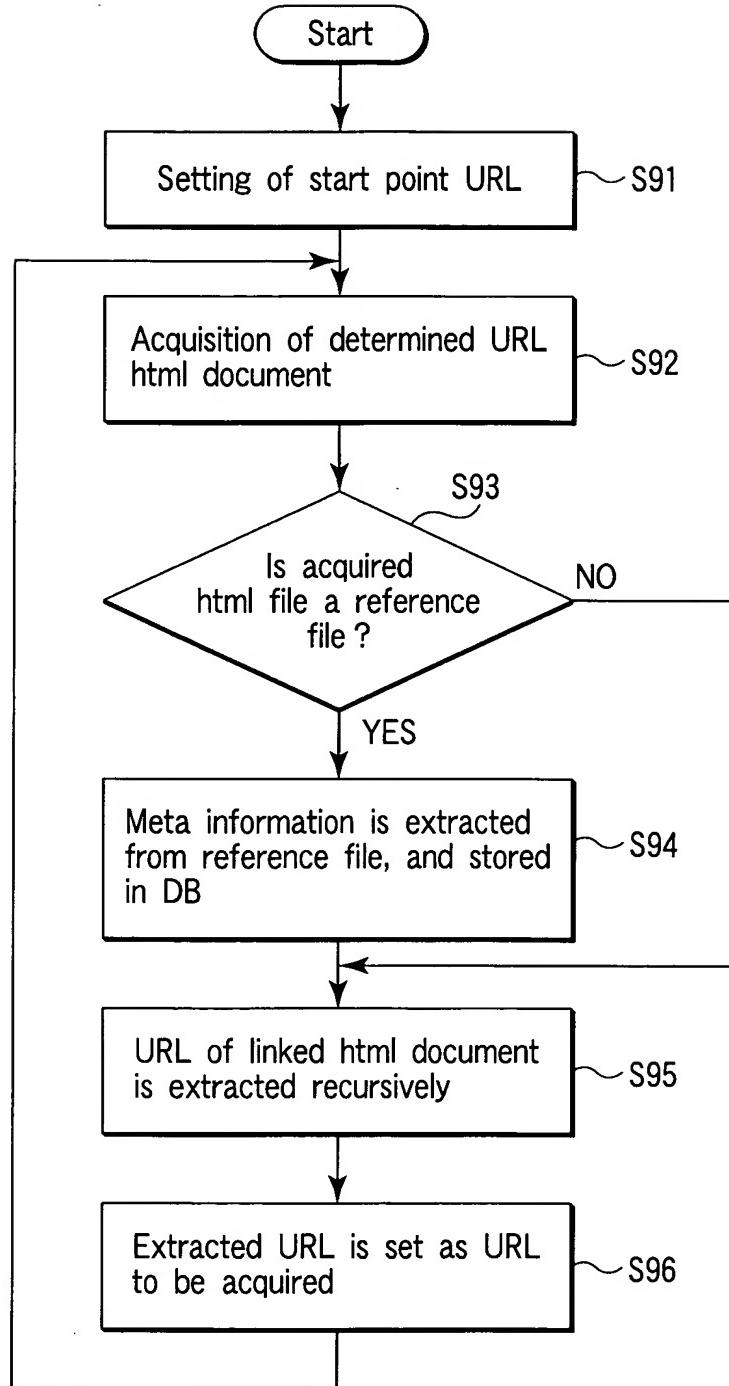


FIG. 30

| Preference category | Preference | Description | Preference point |
|---------------------|------------|-------------|------------------|
| Director | 2 | Director A | 3 points |
| | | Director B | 2 points |
| Actor | 3 | Actor A | 3 points |
| | | Actor B | 2 points |
| Theme music | 1 | Singer A | 3 points |
| | | Singer B | 2 points |
| Genre | 2 | Suspense | 3 points |
| | | Action | 3 points |

FIG. 31

| Preference category | Description |
|---------------------|---------------------------|
| Director | Director B |
| Actor | Actor A • • |
| Theme music | Singer B |
| Genre | Romance Drama Panic |

FIG. 32

Related items in contents meta information of movie A

| Preference category | Description |
|---------------------|-------------------------|
| Director | Director C |
| Actor | Actor C Actor D • |
| Theme music | Singer A |
| Genre | Suspense Romance |

FIG. 33

Related items in contents meta information of movie B

| View mode | View score points |
|---------------------------|-----------------------------|
| Whole duration of movie | 10 |
| Partial duration of movie | 10×view time/total duration |
| Preview view | 1 |

FIG. 34

| Search key | Contents meta information attribute |
|-------------|-------------------------------------|
| Singer A | Theme song of movie A |
| Luxury ship | Hitting synopsis of movie A |
| Movie B | Hitting title of movie |

FIG. 35

| Points | Movie A | Movie B |
|--|-----------|-----------|
| Preference points of viewer A | 14 points | 9 points |
| Viewing points of viewer B | 6 points | 11 points |
| Retrieval points of viewer C | 1 points | 9 points |
| Merits points in above information range | 21 points | 23 points |

FIG. 36

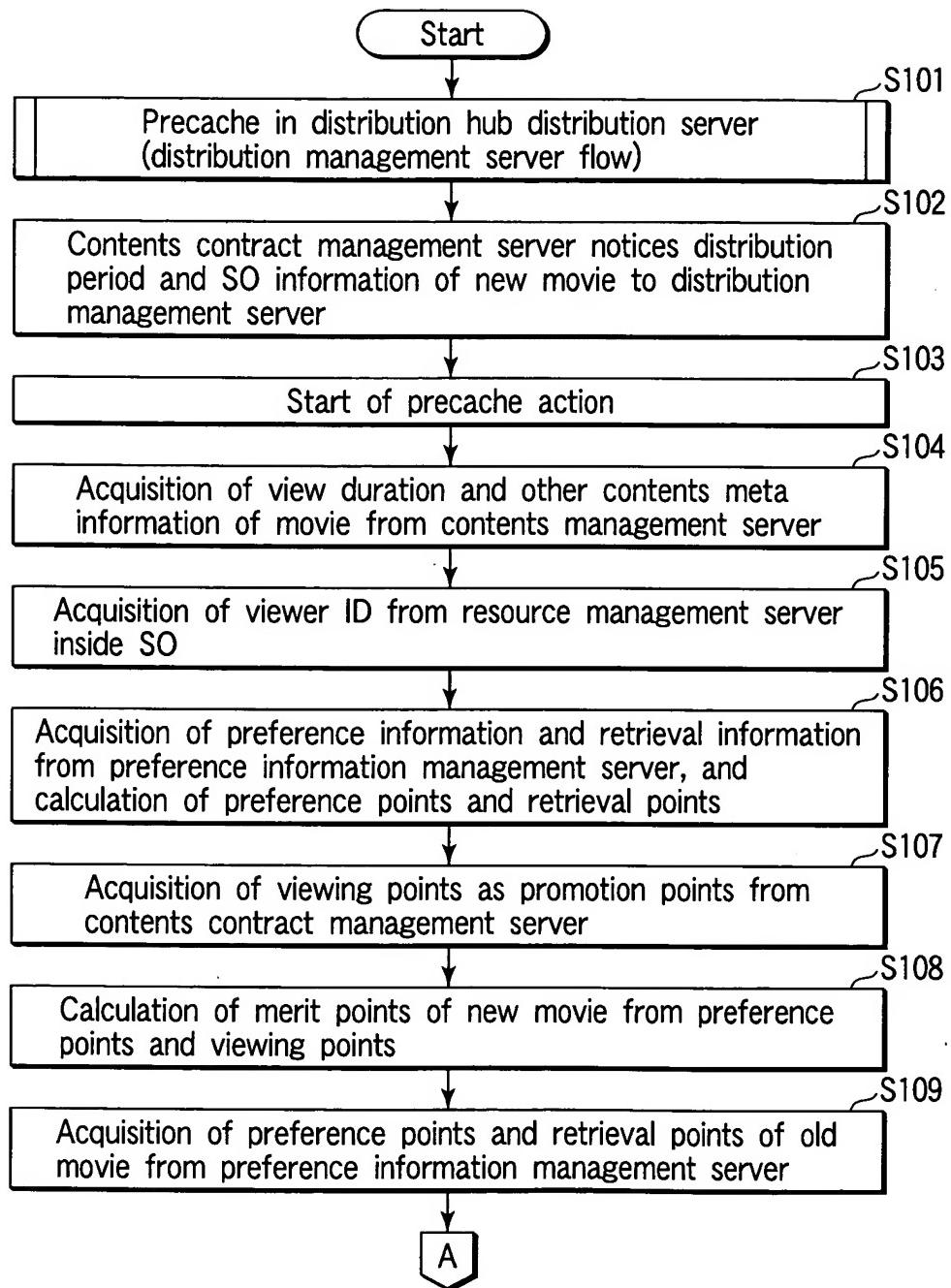
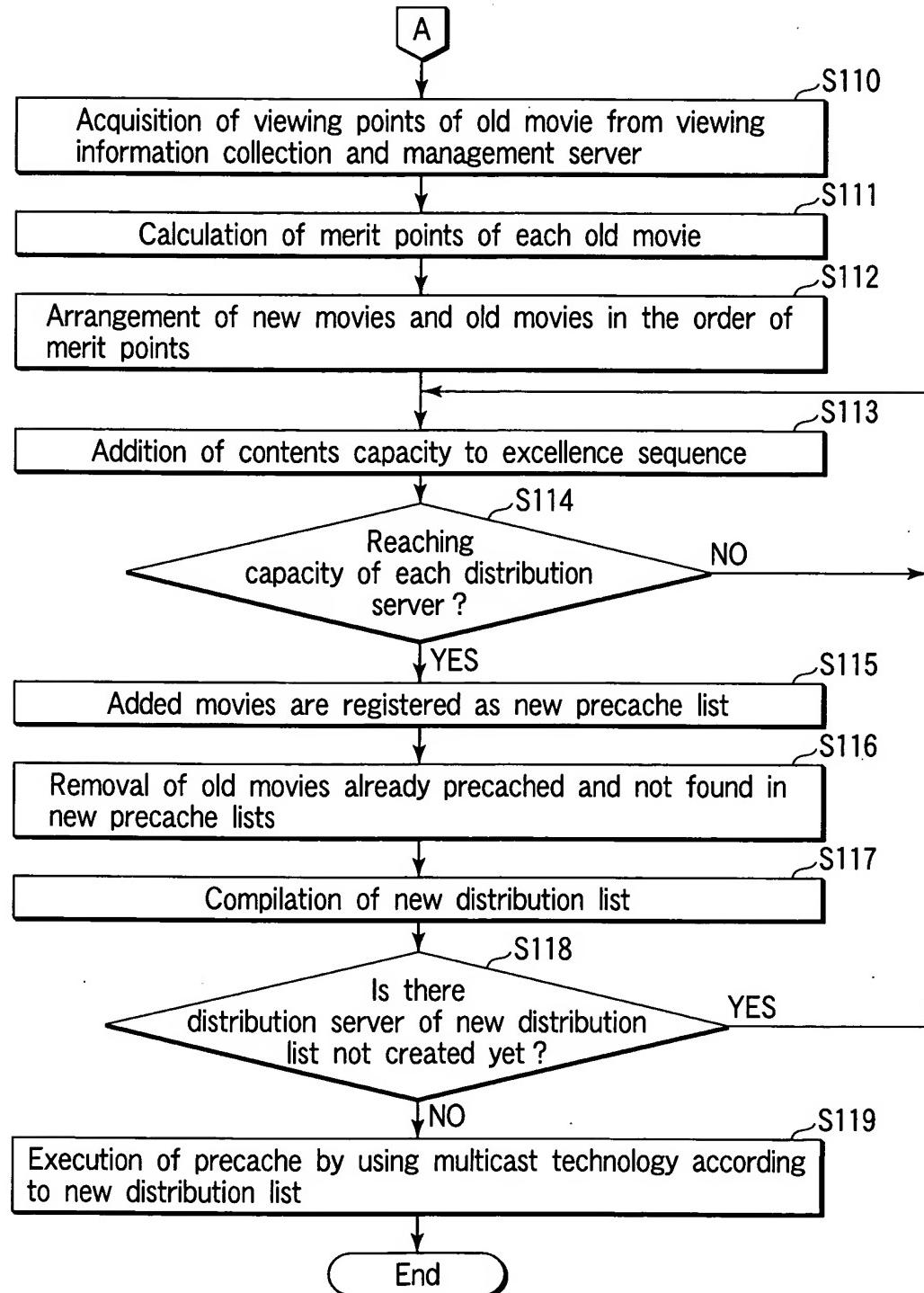
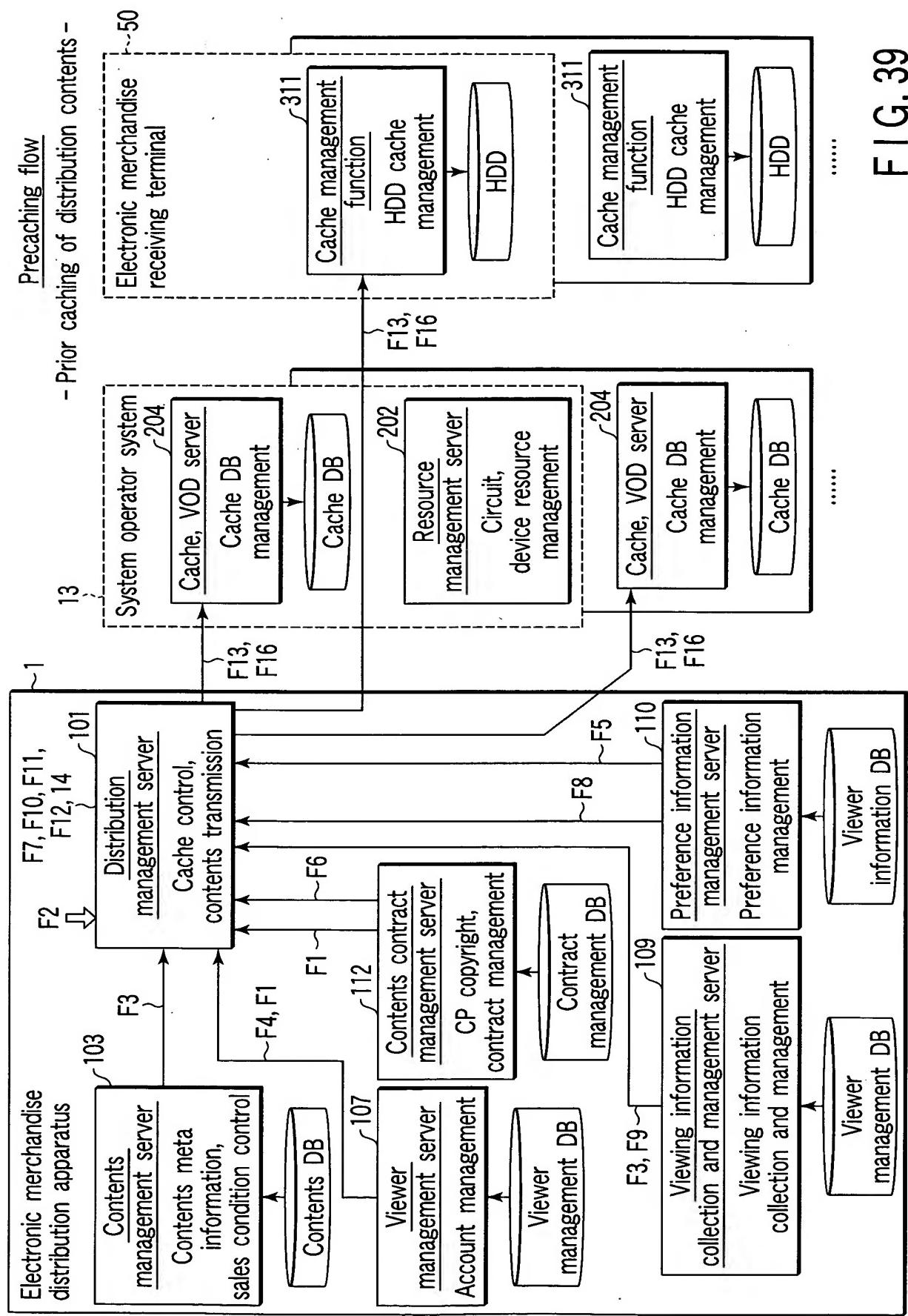


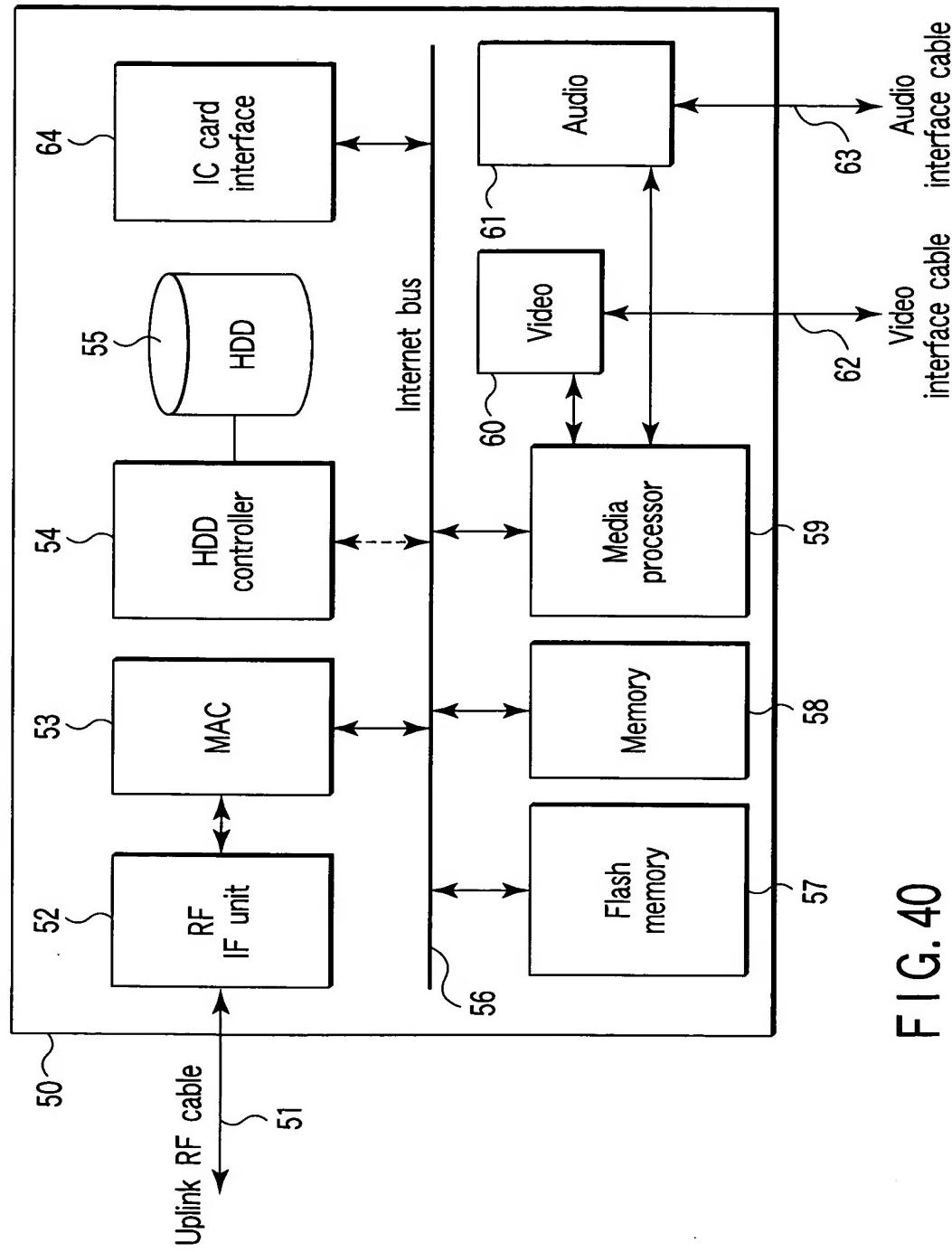
FIG. 37



F I G. 38



Electronic merchandise receiving terminal



F I G. 40

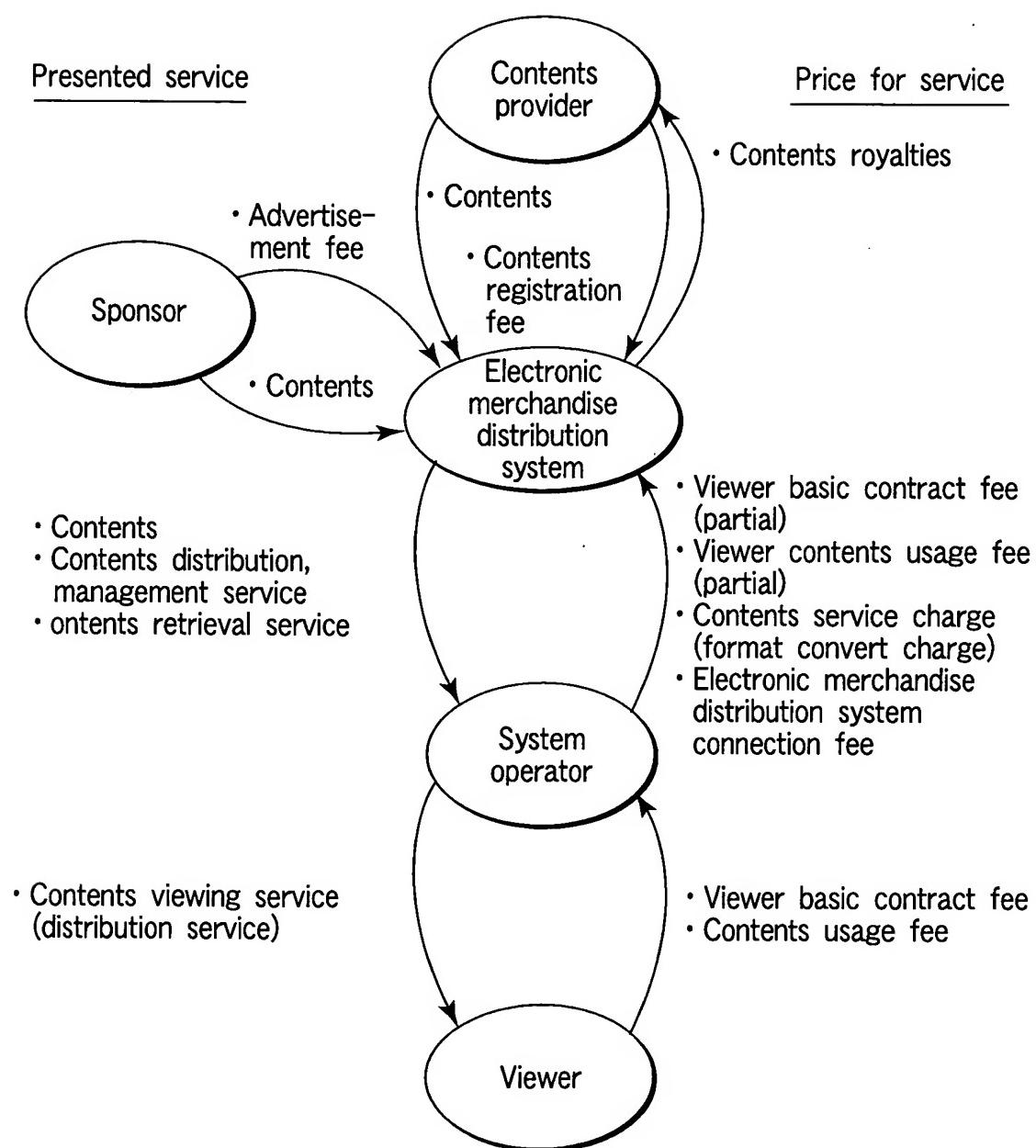


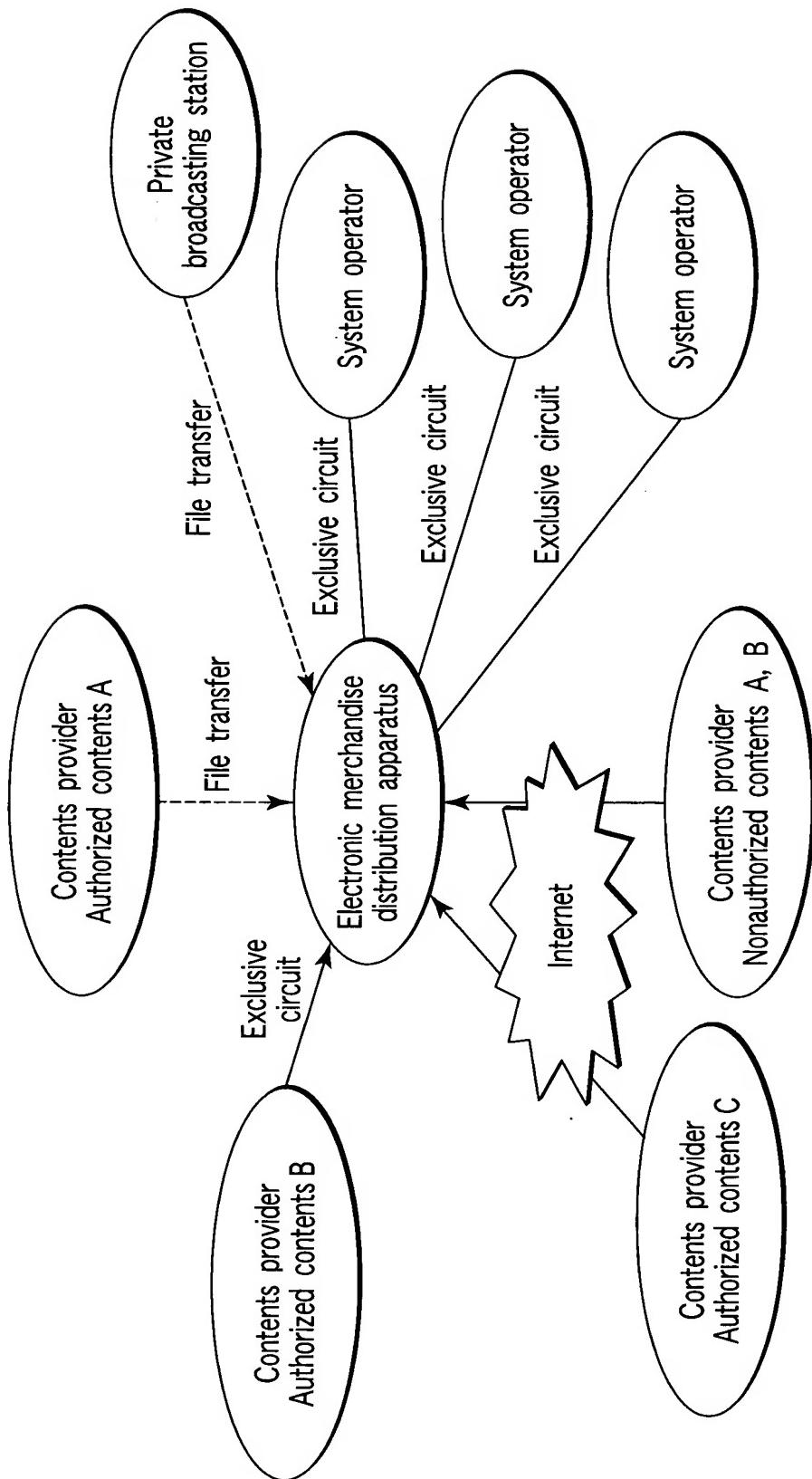
FIG. 41

| | Connection with electronic merchandise distribution apparatus | Meta information | Service guarantee |
|---------------------------------------|---|--|-------------------|
| Authorized contents A | N/A | Registered in electronic merchandise distribution apparatus | Yes |
| Authorized contents B | Exclusive circuit | Registered in electronic merchandise distribution apparatus | Yes |
| Authorized contents C | Internet | Registered in electronic merchandise distribution apparatus | Yes |
| Private broadcasting station contents | Exclusive circuit + cable network | Registered in electronic merchandise distribution apparatus | Yes |
| Nonauthorized contents A | Internet | Created automatically, and registered in electronic merchandise distribution apparatus | No |
| Nonauthorized contents B | N/A | Registered by application | No |

Classification of contents

F | G. 42

FIG. 43



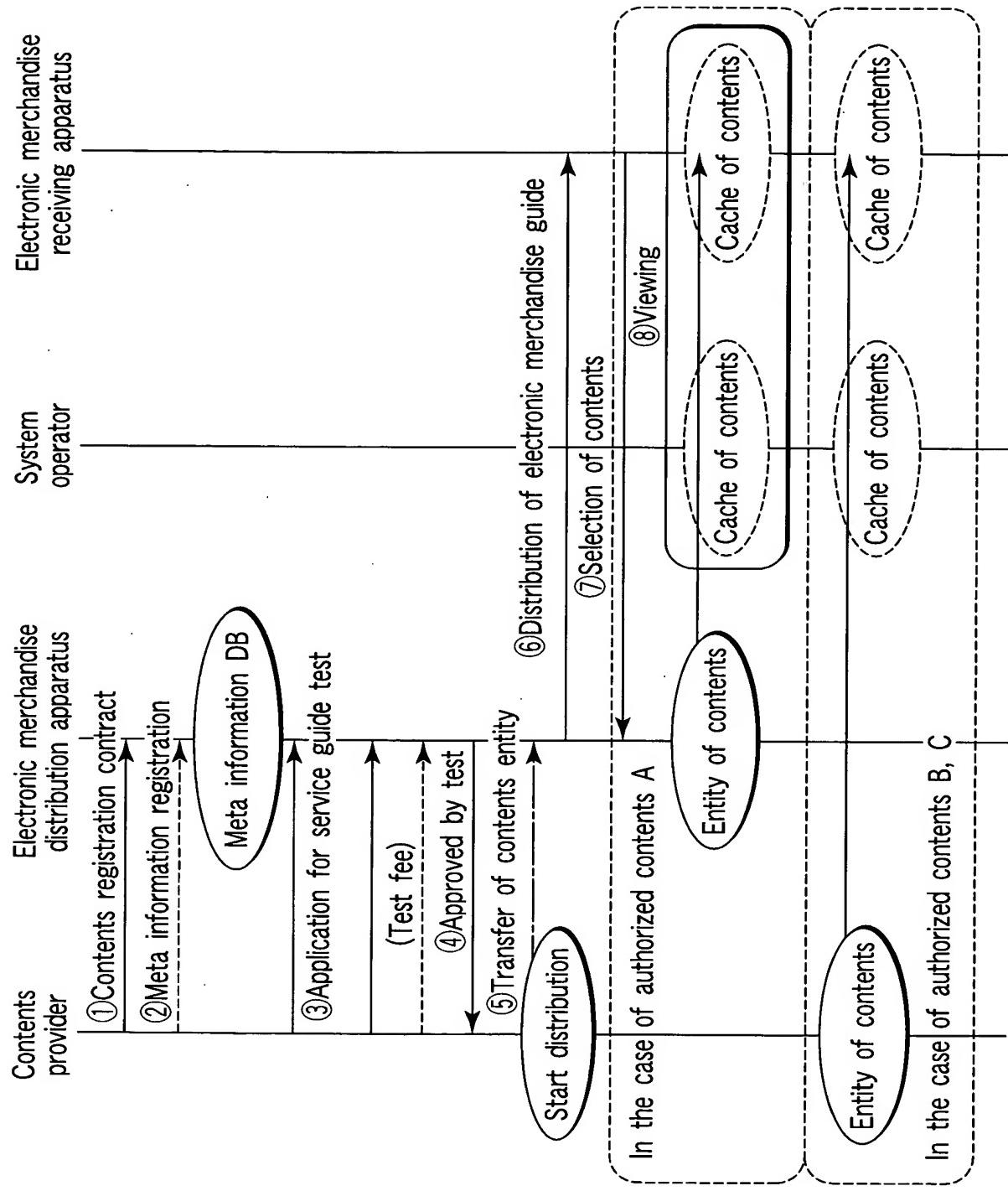
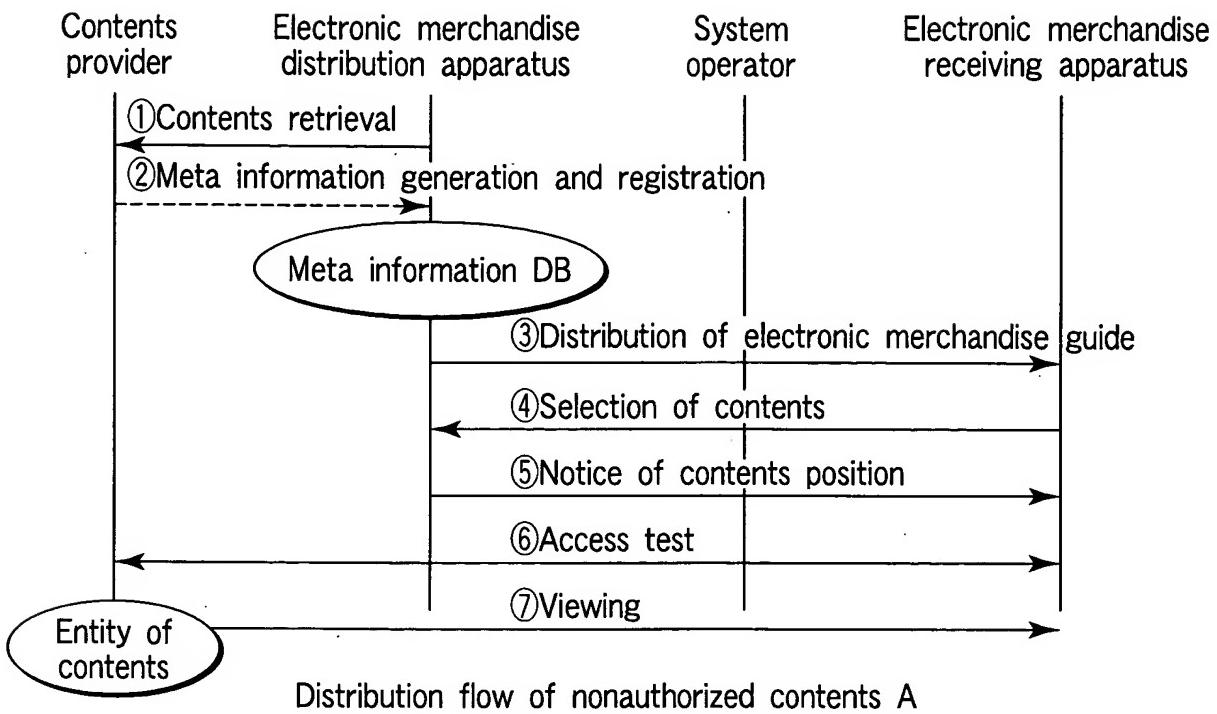
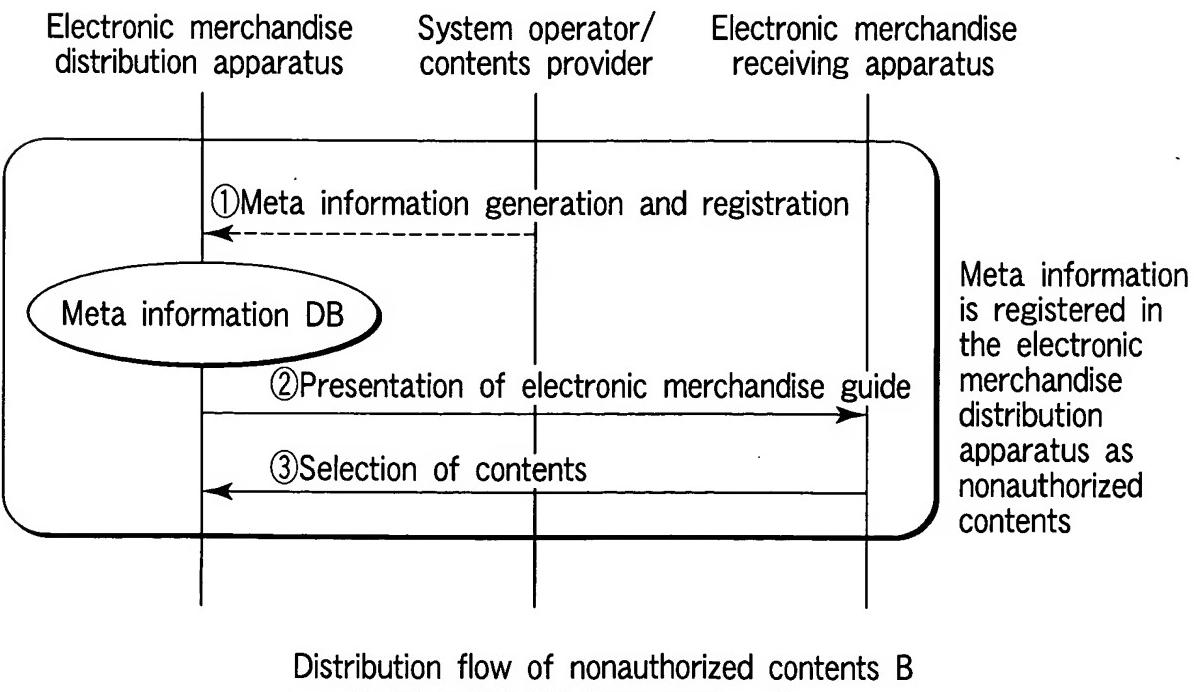


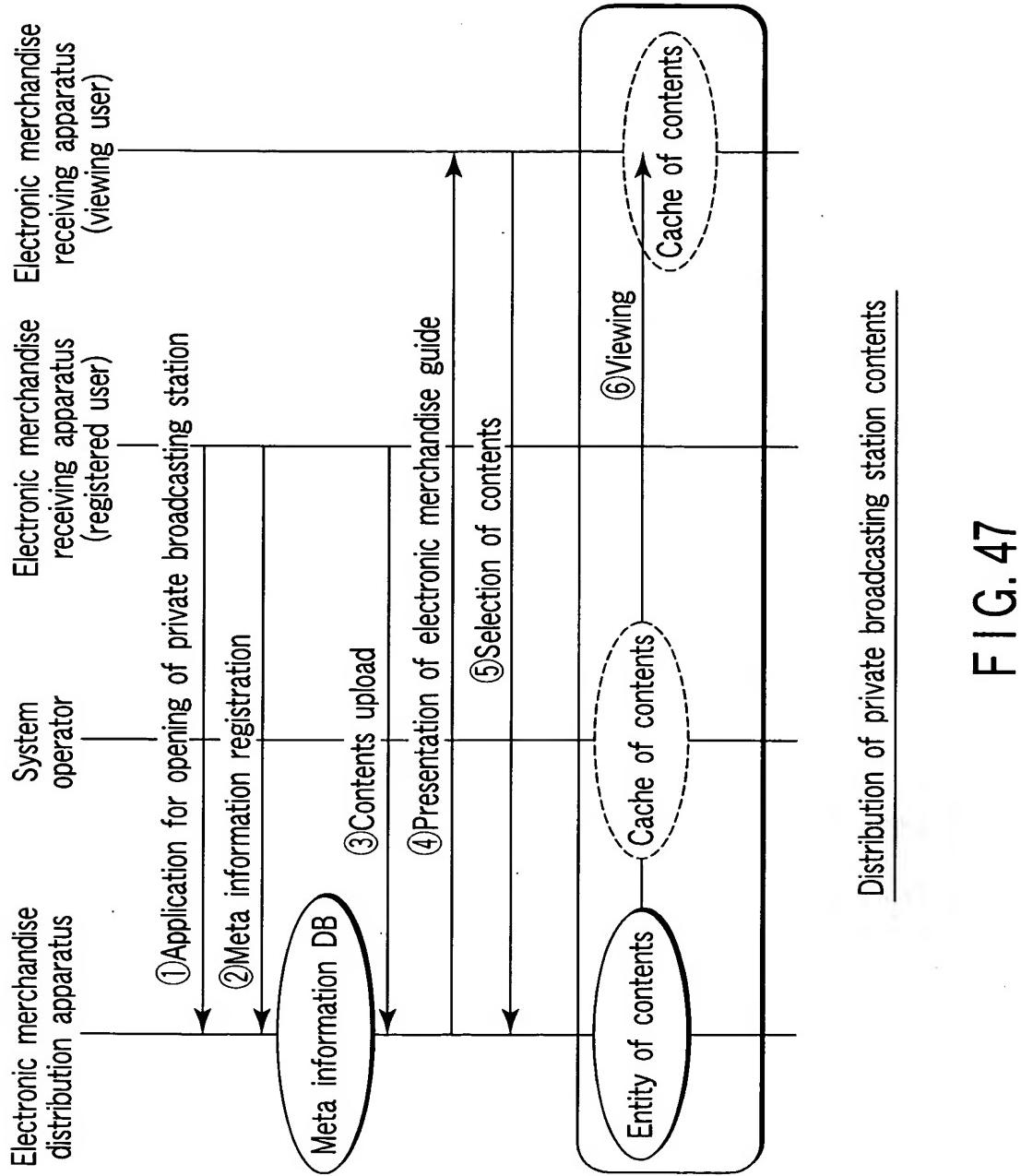
FIG. 44



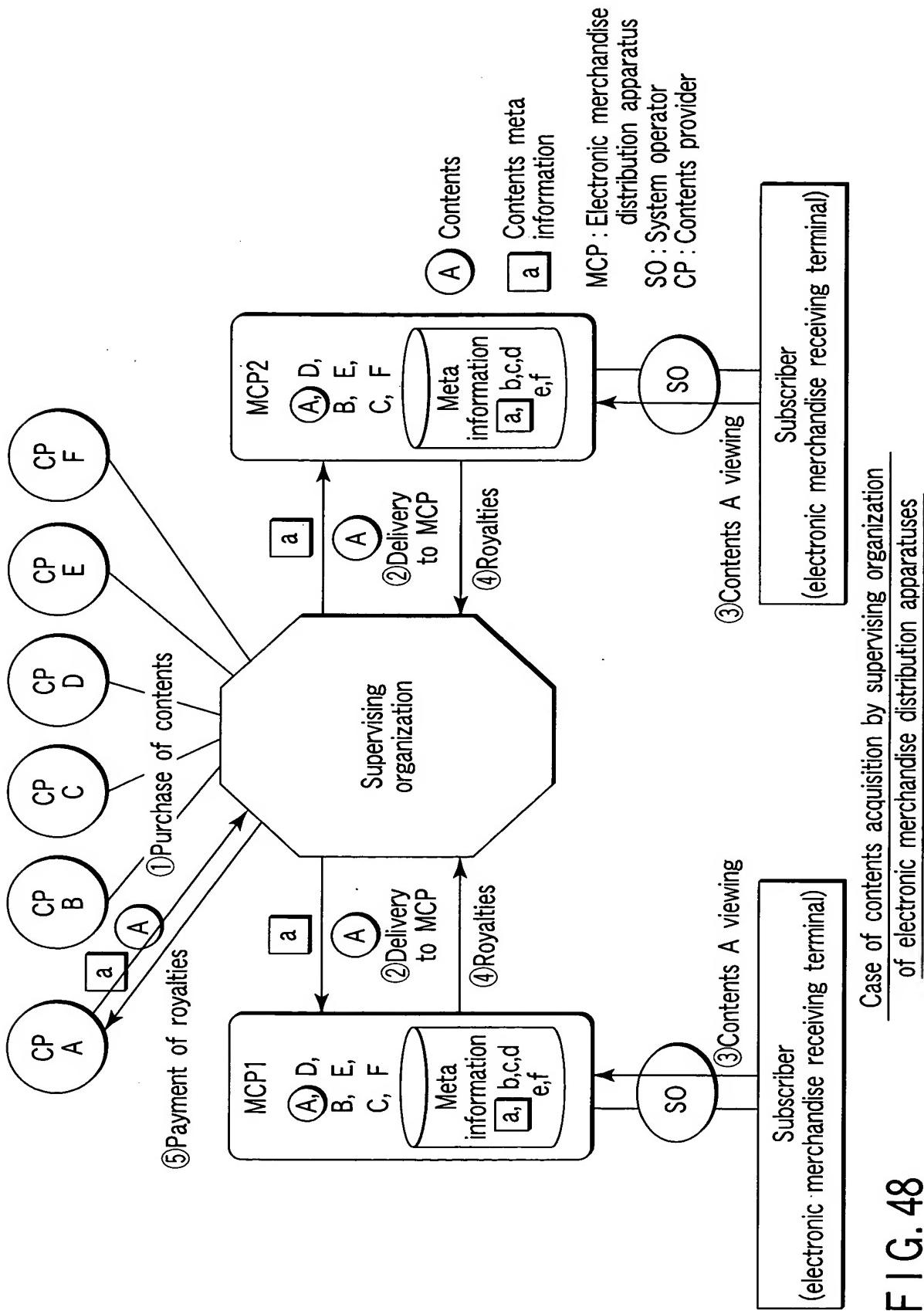
F I G. 45

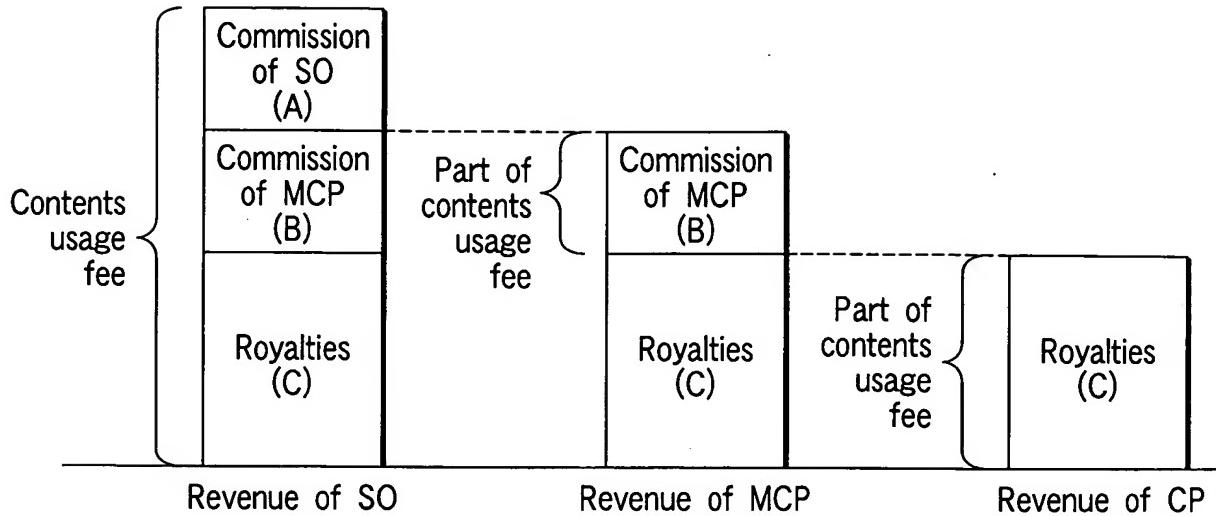


F I G. 46



F | G. 47



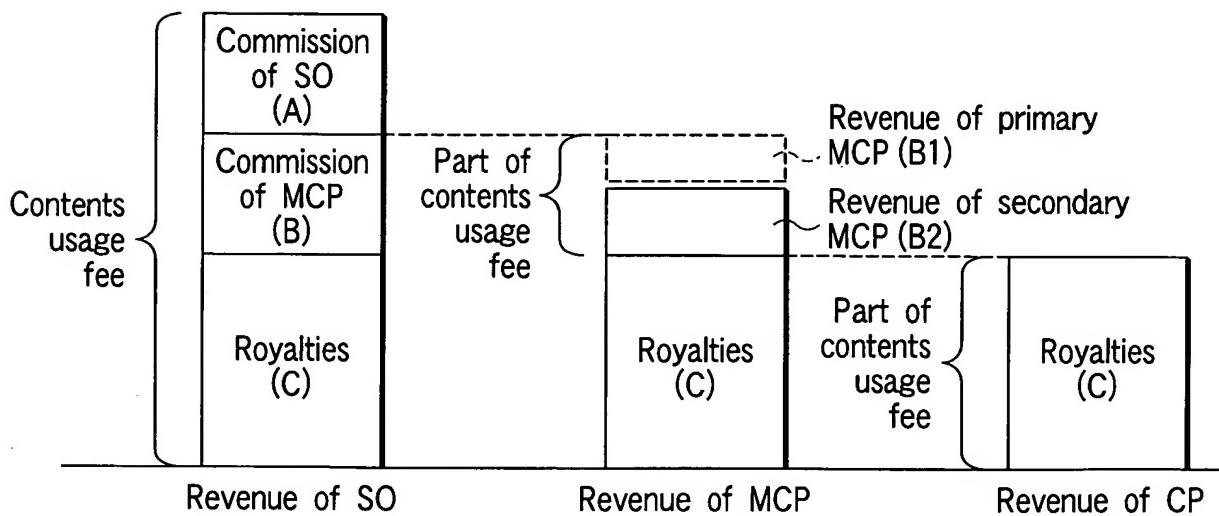


MCP : electronic merchandise distribution apparatus

SO : system operator, CP : contents provider

Concept of contents usage fee purchased by supervising organization of electronic merchandise distribution apparatuses

FIG. 49



MCP : electronic merchandise distribution apparatus

SO : system operator, CP : contents provider

Concept of contents usage fee of contents independently acquired by electronic merchandise distribution apparatus

FIG. 51

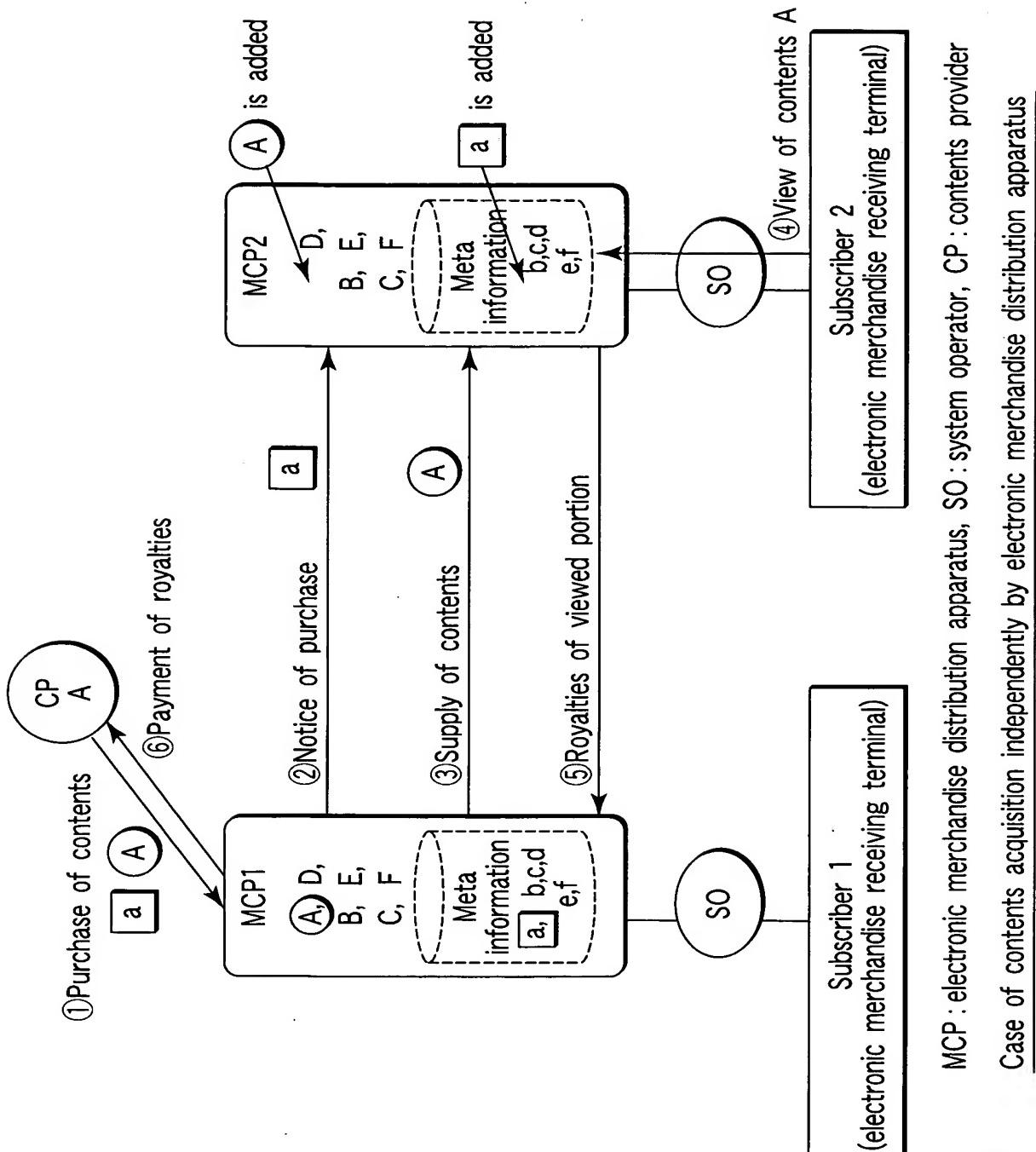


FIG. 50

Case of contents acquisition independently by electronic merchandise distribution apparatus

MCP : electronic merchandise distribution apparatus, SO : system operator, CP : contents provider